OCTOBER 17, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Complete Index Page 10

Page 27

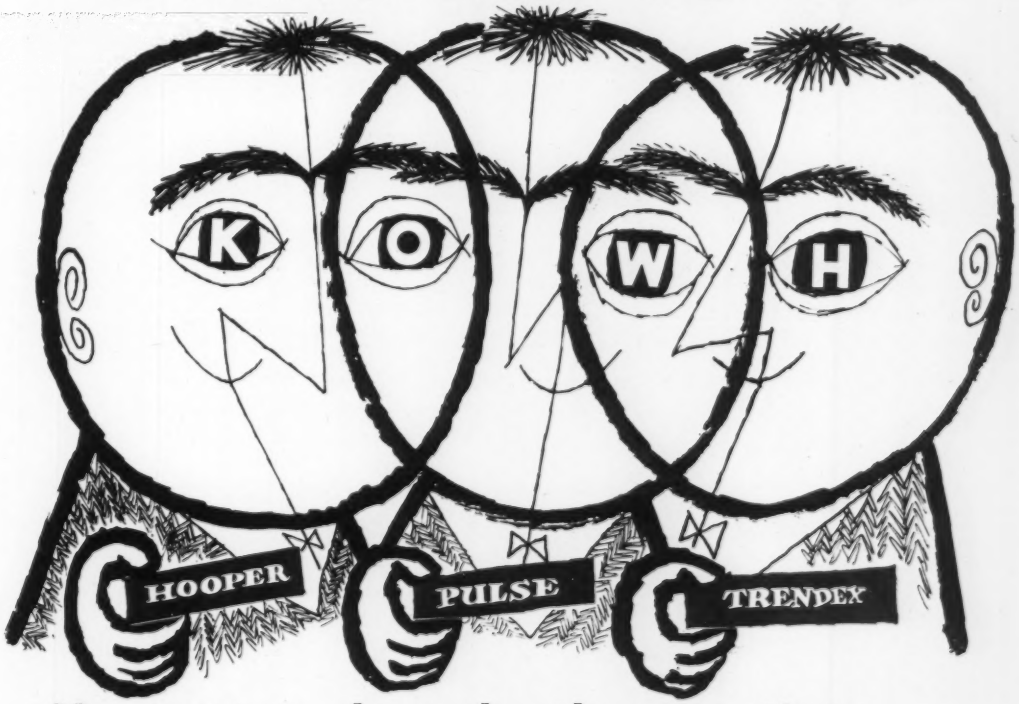
Page 31

Page 32

Page 58

25TH year

ALL 3 SEE EYE-TO-EYE-TO-EYE



No matter who asks the questions . . .

KOWH is the answer in OMAHA

50.3%! That's the average share of audience Hooper (August-September) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 KC) are working hard and getting results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH
OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.

Commander C----, Radio-tv-man Extracurricular, Arrives Early This Year For the Husking Bee

Who is the distinguished man with the proliferating beaver? Good friends, it will pay you to watch for him in a few months. Neither rain, nor snow nor gabled thatch shall stay his arrival on the fin-de-l'annee scene.

But wait! Why is he making his distinguished appearance in October?

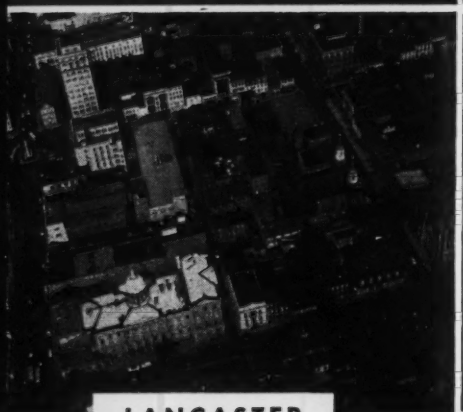
Dear people, the locale is Iowa, where the elixir of heady incomes (average gross income of an Iowa farmer: $12,000 a year), the vast prospects (Mr. Ave. Ia. Farmer owns his farm, which is about 178 acres big and worth about $35,000), and practically unconstitutional *schleppervescence**, make it Christmas all the time. Ah, connoisseurs, you guessed it! He's Commander S. Claus, come to shop at the WMT Stations, completely by-passing (the gay dog!) our national reps, the Katz Agency.

**Roughly translated: Stoop-shouldereduess derived from carrying moola to the emporium.*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

bird's-eye views of a $5½ billion prospect for you

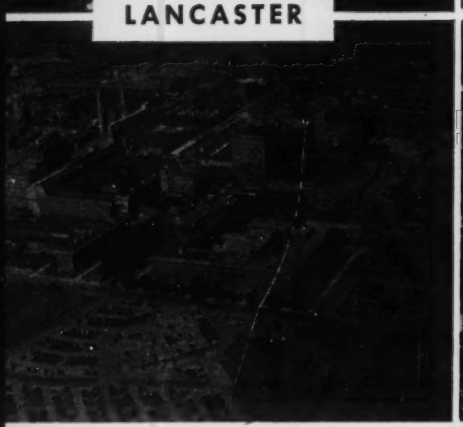
HARRISBURG

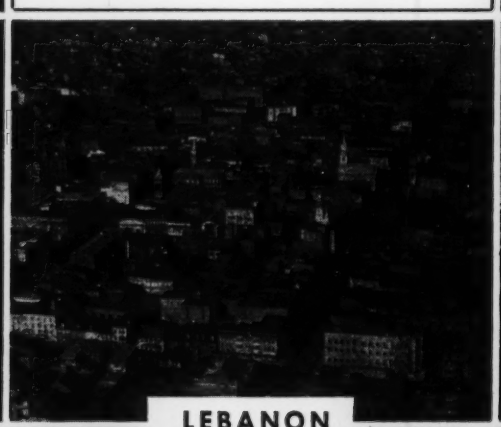


LANCASTER

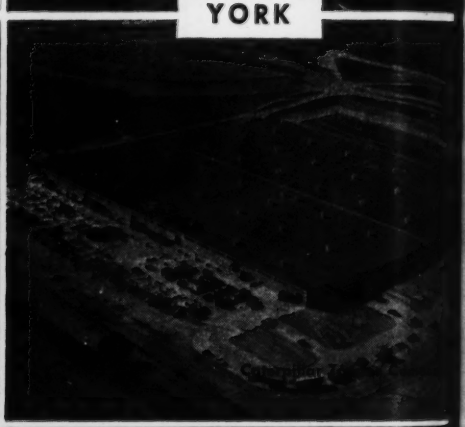
These five important metropolitan areas *plus* countless industrially rich cities and towns make this vast WGAL-TV market area a multi-billionaire prospect for your advertising dollar. Use WGAL-TV to reach three and half million people with an effective buying income of $5½ billion. Share in the more than $3¼ billion they spend for retail goods annually.

YORK





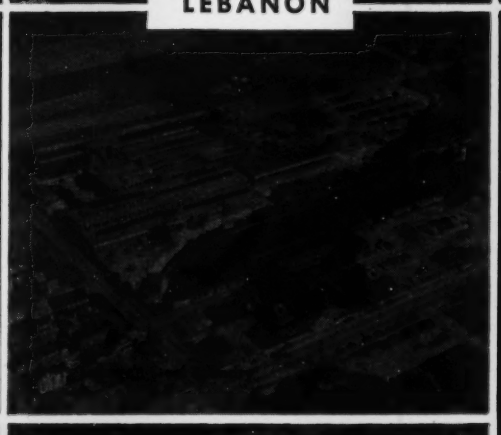
LEBANON



Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mt. Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS



WGAL-TV

Lancaster, Pa.

NBC and CBS

STEINMAN STATION

Clair McCollough, [illegible]

Represented by

[illegible]

New York

Los Angeles

READING

closed circuit.

BIG JOB OPEN • Though Radio Advertising Bureau's nominating committee met last week, quest for president is not ended. President Kevin B. Sweeney, who served notice months ago he wanted to be relieved when term expires end of this year, has now been offered five-year contract to continue but has not signed. It's understood, however, that Joseph E. Baudino, Westinghouse Broadcasting Co., has agreed to serve another year as RAB board chairman.

B•T

GROVE LABS' subsidiary, Clayton Labs, will produce and sell new product, Citroid cold remedy, containing new BIO-Flavanoid that is understood to be biggest thing to hit cold remedy market since introduction of anti-histamines. Dowd, Redfield & Johnstone, New York, agency named to handle the account, is preparing selected group of markets for television campaign which will get underway sometime early in November.

B•T

POLITICAL ACCOUNTS • Democratic National Committee is looking for advertising agency to handle 1956 presidential campaign with about dozen agencies under consideration. Norman, Craig & Kummel and Benton & Bowles have been looked at closely, but not to be ruled out yet is Joseph Katz Co., nominally current agency for Democrats although inactive on account since 1954 elections. GOP National Committee indicates it is satisfied to keep BBDO, its agency in both 1952 and 1954.

B•T

WHY do consumers balk at buying color tv receivers? Aside from retail price and high costs of color servicing, Videotown interviewers (see story page 50), reportedly found many dealers who themselves discourage buyers because they cannot assure servicing, regardless of contract price.

B•T

BIG-SCREEN SHEENA • Another television program will become feature movie, Hollywood will learn today (Monday) with announcement that ABC Film Syndication's *Sheena, Queen of the Jungle* starts production in February as CinemaScope color film. Co-producers of tv series, Don W. Sharpe and Nassour Studios, will do theatre version.

B•T

MGM is revamping writing and production of MGM Parade *on ABC-TV to better integrate commercials for Pall Mall and General Foods. Sponsors also reportedly feel inside look at studio films is overdone and want more live action in $40,000 weekly package, not to mention better shake for sales messages.*

B•T

COMMERCIAL CLAMOR • American consumer industries operating in Europe are espousing commercial radio and television everywhere. They have found broadcast media most effective in promoting sales, even with primitive methods used and rigorous limitations imposed by various state-controlled, or state-connected operations.

B•T

TREND toward full-scale commercial radio and television in Europe (story page 118) is bringing more and more equipment manufacturers and program suppliers to continent to appraise market potential. Old line manufacturers have had offices in various European countries since World War II, but other smaller companies now are exploring field with prospect that branch offices will be opened or sales arrangements made with independent contractors.

B•T

JADED JOURNALISTS • Biggest radio-tv party season in history has Hollywood radio-tv editors and columnists red-eyed for lack of sleep. Party-going has become such fatiguing chore that guests are beginning to complain. One major agency plans next year to cut down parties, invent some other way to direct news people's attention to debuts of new shows.

B•T

CHARLES WILDS, former N. W. Ayer & Son supervising timebuyer, has decided to headquarter in Lausanne, Switzerland, after exploring continent for two months. He plans to enter advertising-merchandising consultancy, and is understood to have one substantial American account, expanding into Europe, already aligned.

B•T

CHIT-CHAT ONLY • When Comr. Doerfer urged uhf delegation to get down to cases Friday, following reading of statement on uhf position (see story page 80), Benito Gaguine, Washington attorney for several uhf broadcasters seeking deintermixture, jumped to feet, objected vigorously on grounds these cases were officially before FCC and no *ex parte* discussions were permitted. Acting Chairman Hyde ruled Mr. Gaguine correct. This left both sides without any significant subjects to talk about so after desultory discussion, meeting was adjourned. Time: About 60 minutes.

B•T

HOLLYWOOD film makers' top talent problem this season is not name actors but production crews. New surge of tv filming has caused employment problems equalling troubles electronic and aircraft industries have in finding enough engineers. Film producers are finding solution in signing crews to regular contracts as though they were stars.

B•T

STARTING A STAFF • First member of FCC network study staff was named but not announced last week. He's Ashbrook P. Bryant, from Hearing Division, Broadcast Bureau. Meanwhile Roscoe L. Barrow, U. of Cincinnati Law School dean, chief of staff on study [B•T, Sept. 26], is still seeking outside people to fill up working staff. Dean Barrow explains he has completely open mind, hopes to do "comprehensive" study so Commission has all facts in case it wants to do anything. Job being done under guidance of four-man FCC committee, headed by FCC Chairman McConnaughey.

B•T

RUMORED as definitely under FCC consideration, at executive Commission meetings, is plan to move budget and planning functions, headed by Robert Cox, under Office of Secretary. Such action would give latter office, directed by Mary Jane Morris, more authority than it ever enjoyed and would concentrate administrative load.

B•T

RADIO-TV SPLIT • Look for announcement from ABC separating its combined radio and tv station relations departments into distinct entities. Move is said to result from increased activities in television. Network also is planning to reactivate post of ABC-TV eastern sales manager, with Bill Gillogly of ABC-TV's Chicago sales staff slated to move into that position.

B•T

PROMOTION is in offing for Joseph O. Meyers, longtime NBC news staffer, currently serving as headquarters chief of NBC radio-tv news department. Mr. Meyers is set to be advanced to manager of NBC news under Bill McAndrew, director of NBC news.

B•T

RELIGIOUS QUESTION • Interest of National Council of Churches of Christ in America in license renewal of WTIX New Orleans [B•T, Sept. 12] may have implications beyond specific case. WTIX renewal was made over dissent of Comr. Doerfer who cited lack of religious, educational and discussion programs. National Council last week asked FCC to "clarify" action and how lack of such programs fit in with meaning of "public interest, convenience and necessity." Will stations' percentage of religious time be questioned by church bodies? That's worrisome question in some broadcasters' minds.

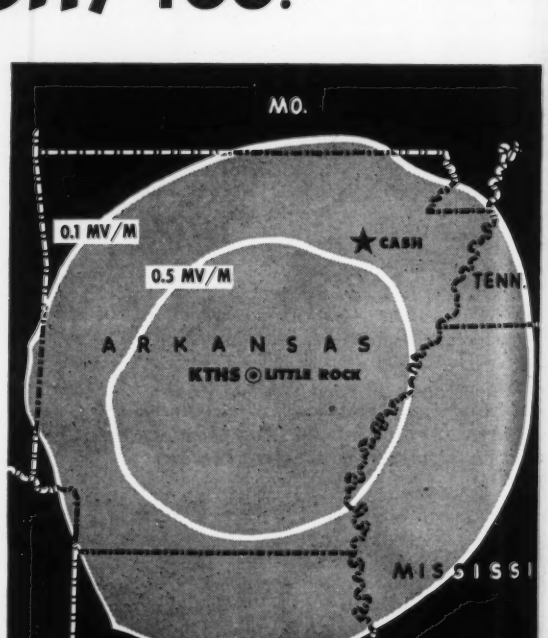
KTHS (LITTLE ROCK)

PAYS OFF IN CASH, TOO!

When you pick up the check for time on 50,000-watt KTHS, you're buying coverage of a *lot more* than Metropolitan Little Rock.

KTHS pays off—in *Cash* (Ark.), for example. This little Craighead County town isn't much of a market in itself. But combined with hundreds of other hamlets, towns and cities, it helps account for KTHS's *interference-free* daytime coverage of more than 3,370,000 people!

In Arkansas, use the BIG radio value—KTHS, Basic CBS in Little Rock.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

HALF-DOZEN MBS EXECUTIVES LEAVING AS PART OF 25% PERSONNEL CUTBACK

MAJOR reorganization involving approximately 25% cutback in Mutual network personnel was authoritatively reported Friday, effective immediately.

Executives reported leaving included E. M. (Pete) Johnson, MBS vice president in charge of production, station relations and engineering, and widely known industry figure; Bert Hauser, vice president formerly in charge of co-op programs; Roy Danish, vice president currently heading co-op department; Ted Kirby, audience promotion manager; Thomas Duggan, station relations; Harold Algus, manager, press information department. Total number being let out reported at about 40.

Designed as "belt-tightening," move was attributed largely to desire to channel more money into programming.

Co-op department, it was reported, is being merged with two others, part going into station relations under Director Robert Carpenter and part into sports department under Vice President Jack Burnett. Engineering department, described as "not large anyway," was said to be cut "way down," with no head named with departure of Mr. Johnson. Press information department, directed for both Mutual and General Teleradio by Frank Zuzulo, also being reduced.

Robert Schmid, vice president in charge of advertising, public relations and research, said to be continuing in that post but it's understood he may also take on executive duties with allied RKO Radio Pictures. Herbert Rice, vice president formerly in charge of programs but more recently concerned primarily with owned-station affairs, was reportedly assigned to o&o duties almost exclusively.

CREATIVE BUYING, SELLING CONSIDERED AT RADIO ADVERTISING CLINIC FRIDAY

(Detailed presentation of earlier speeches begins on page 36.)

FIRST Radio National Advertising Clinic ended last Friday (see story page 32) with sessions devoted to creative buying and selling and to ways and means of increasing radio's share of national advertising dollar.

Reliance on jingles and other 'gimmick' types of radio commercials was scored Friday by M. Belmont Ver Standig, head of his own Washington (D. C.) agency. He urged use of "straight sell" copy, citing own policy of pre-testing and post-testing to find out what consumer wants.

Phil Davis of Phil Davis Musical Enterprises, New York, on opposite side of fence from Mr. Ver Standig on importance of "jingles," stressed "unlimited possibilities" of musical arrangements—not jingles alone—to create and maintain sales.

Robert Kirschbaum, radio-tv chief of Grey Adv., New York, also spoke up for singing commercials. He detailed development of Chock Full O'Nuts coffee campaign which raised that brand to third place in highly competitive New York market in nine months—despite fact its budget was "infinitesimal" compared to those of other brands.

Good jingle was described by Andrew J. Love Jr., president of Andy Love Productions, New York, as one that is "believable" and inspires confidence. He urged relative simplicity. John Swayze, supervisor of radio-tv commercial copy for Young & Rubicam, New York, deplored "sameness" in commercials, which he said are much different today from those of 10 years ago.

Roger C. Bumstead, media director, David J. Mahoney Inc., New York, stressed that creative timebuying requires selling effort by agency on need for it, emphasis on "common sense", better broadcast research, resistance of interference by "untrained personnel" in work of media department, and better pay and better training for personnel.

Successful radio campaign to increase newsstand circulation of *Life* magazine was outlined by Martin J. Murphy, associate media supervisor, Young & Rubicam. He said radio was chosen largely because of its flexibility.

R. C. Maddux, radio-tv director of C. L. Miller Co., New York, explained value of buying radio effectively on regional basis. Radio billings of C. L. Miller Co. doubled this year, he noted. Ernest Hartmann, radio-tv supervisor, Lennen & Newell, New York, attributed effective use of post-midnight radio by American Airlines to three factors: prestige account, prestige programming, prestige medium.

Robert H. McKenneé, account executive of Campbell-Ewald, New York, described purchase and development, over three-year period, of General Motors Acceptance Corp.'s weekend spot radio program on WNEW New York. John Asch, research director, Eugene Stevens Co., New York, described success agency has had in obtaining direct mail orders for book on auto care by pitting its network radio broadcasts directly against highly-rated tv shows.

Two-day clinic wound up Friday afternoon with closed session in which RAB members heard President Kevin Sweeney in presentation which reportedly enumerated radio selling's "deadly sins" as including over-emphasis on ratings; working on too few prospects; making too few calls at advertiser level and failure to sell local decision makers (district managers, brokers, etc); use of too few salesmen and having single sales manager handling national and local accounts on radio and tv; too much intra-mural competition for radio business.

KDAL-TV, KPAR-TV Join CBS

AFFILIATION of KDAL-TV Duluth, Minn., and KPAR-TV Sweetwater-Abilene, Tex., with CBS-TV announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KDAL-TV (ch. 3) joins as primary affiliate, replacing WDSM-TV there, effective Oct. 30. KPAR-TV (ch. 12) will be interconnected station, added to CBS-TV under network's Extended Market Plan, on Nov. 1.

• BUSINESS BRIEFLY

ARMOUR SHIFTS • John W. Shaw Adv., Chicago, resigns Armour & Co. accounts (refinery, margarine, dairy, poultry, soap and frosted meat divisions) effective Dec. 31 [CLOSED CIRCUIT, Oct. 10]. Accounts are expected to be shifted to one or more of three other agencies now handling other Armour products—Tatham-Laird, N. W. Ayer & Son and Foote, Cone & Belding.

CIRCULATION BUILDING • Curtis Publishing Co., Philadelphia, effective Nov. 1, is placing three-day radio spot announcement campaign in 75-80 top U. S. markets, using approximately 300 to 400 stations, to promote special issue of *Saturday Evening Post* (published Nov. 19) carrying article on and by Arthur Godfrey. Publisher also is buying five-day radio spot campaign in five regional Virginia markets, using approximately 20 stations and starting Oct. 18, to promote special article on State of Virginia in November issue of *Holiday*. Agency is BBDO, N. Y.

ANOTHER FOR NASH • Nash cars, through Geyer Inc., N. Y., will run another five-day spot announcement campaign Oct. 24-29 using same list of radio stations used in earlier campaign.

NEW PRODUCT PUSH • Vienna Sausage Mfg. Co., Chicago, is launching campaign to promote new vacuum-packed products. Radio and tv will be used. Agency: H. M. Gross Co., Chicago.

AGENCY NAMED • Drug Research Corp., N. Y., manufacturer of Sustamin 2-12, arthritic remedy, names Kastor, Farrell, Chesley & Clifford, N. Y., to handle its advertising, effective immediately.

STAFFS OF LIFE • Roman Meal Co. of Tacoma, Wash., names Roy S. Durstine Inc., N. Y., to handle advertising for its bakery division as well as continuing with its cereal.

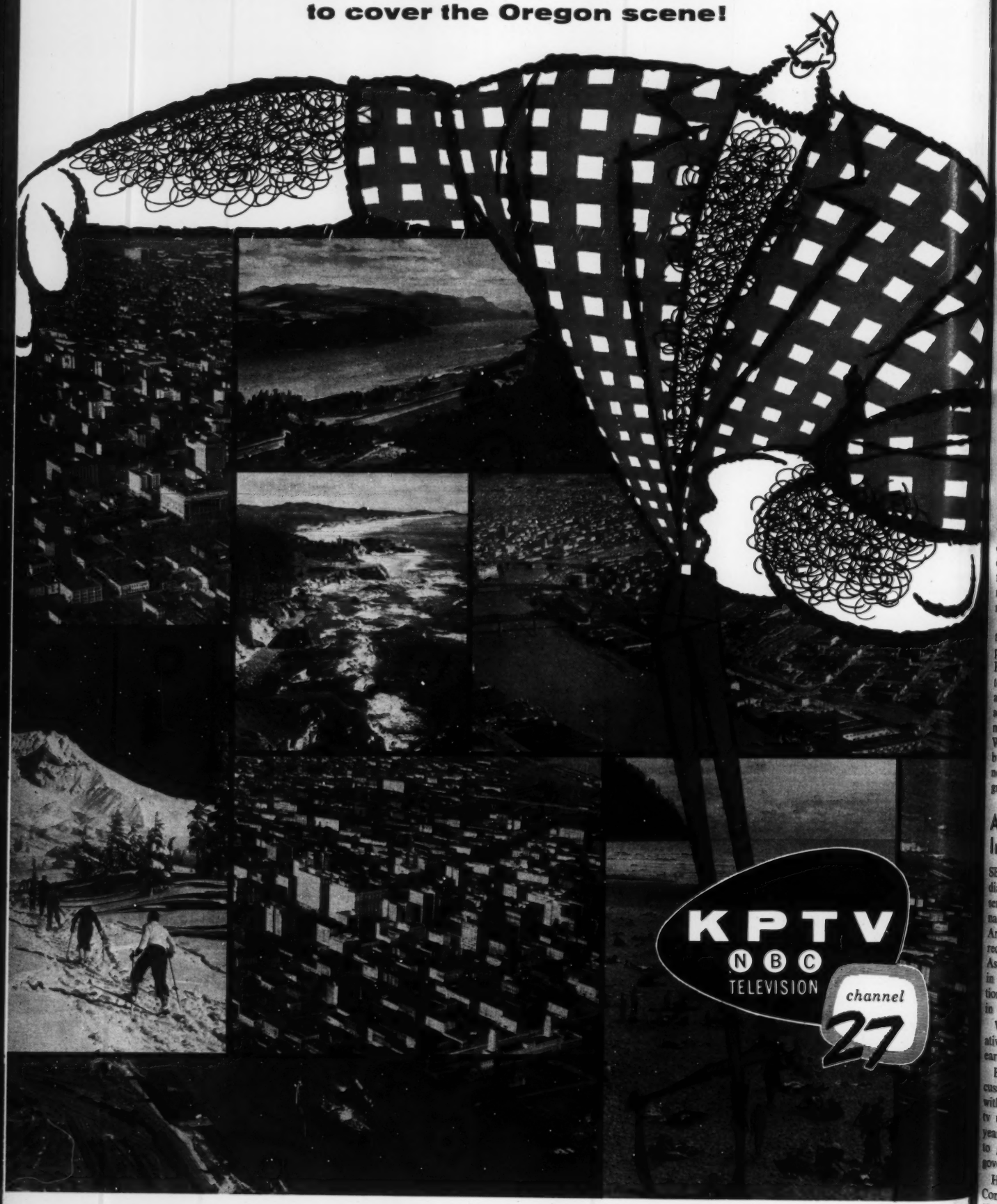
DAIRY DOINGS • Kendall Mills (milk filter) through Humphrey, Alley & Richards, N. Y., is placing radio spot announcement campaign in 12 milk producing areas, mostly in middle west, effective Oct. 31 for nine weeks.

Two More Sponsors Buy CBS-TV Extended Markets

TWO national advertisers signed last week for complete list of 22 stations comprising CBS-TV's Extended Market Plan, network sales vice president William H. Hylan and EMP sales manager Terrence McGuirk announced Friday. They said Miles Labs added EMP stations to list for its *Bob Crosby Show* (Tues., 3:45-4 p.m. EDT) and *Garry Moore Show* (Tues., 10-10:15 a.m. EDT) while Anheuser-Busch ordered EMP outlets for its *Damon Runyon Theatre* (Sat., 10:30-11 p.m. EDT). Agency for Miles Labs is Geoffrey Wade Adv., Chicago; for Anheuser-Busch, D'Arcy Adv., St. Louis.

Signing of these two means EMP stations—group of small-market affiliates for which relatively low network rates have been established to attract advertisers and thereby bring these stations more into overall tv picture—will be carrying some or all of 46 programs for 40 advertisers, officials said.

It takes KPTV · Portland's Television Giant to cover the Oregon scene!



A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

TOM HARKER, V.P., National Sales Director, 118 E. 57th St., New York, ELdorado 5-7690
BOB WOOD, National Sales Manager, 118 E. 57th Street, New York, ELdorado 5-7690
LEW JOHNSON, Midwest TV Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498
GAYLE V. GRUBB, V.P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-3631

Represented Nationally by NBC Spot Sales

at deadline

Telecasters Fear Increases In AT&T Relay Charges

PROBLEMS of music license fees, AT&T microwave tariffs and poor physical quality of film were discussed Friday noon at NARTB Region II meeting by panel on business of television (see earlier story page 66). Donald W. Thornburgh, president and general manager, WCAU-TV Philadelphia, was moderator.

Campbell Arnoux, president and general manager, WTAR-TV Norfolk and chairman of Tv Day sessions, warned that AT&T's forthcoming demands for new color transmission rates to replace experimental tariff now in effect may come Oct. 30 and may bring with them proposals to increase monochrome rates as well. If these anticipated increases for tv transmission are allowed to become effective, television broadcasters will inevitably have to pay more for network program service, Mr. Arnoux stated.

Harold Essex, executive vice president and general manager, WSJS-TV Winston-Salem, reported that much film comes to his station in "deplorable physical quality," so bad in one case that the sponsor has refused to renew an otherwise acceptable series. Sloppy cutting of feature films by stations to insert local commercials is another problem calling for immediate attention, he said.

Comparing music license fees for radio and television, Lawrence H. (Bud) Rogers II, vice president and general manager, WSAZ-TV Huntington, W. Va., reported that his Huntington radio program cost is about $40,000 a year and the $4,800 paid for music licenses (12%) seems fair, as some 40% of all programming is musical. But in tv, he said, $44,000 paid by WSAZ-TV for music licenses and $16,000 paid by network for clearance at source adds up to nearly 25% of tv station's $265,000 actual program budget.

Advertising Has Key Role In Expanding U. S. Economy

SELLING and advertising must shoulder immediate job of selling $40 billion more goods and services to consumers in 1956 than last year if national economy is to continue expansion, Arno Johnson, vice president and research director, J. Walter Thompson Co., told American Assn. of Advertising Agencies Central Region in Chicago Friday. Advertising must be educational and "activating" force in bringing changes in consumer demand.

Workshop sessions Friday touched on tv creative work and production of commercials (see early story page 54).

Bayard Pope, vice president, BBDO, discussing client-agency relationships, noted that without advertising "we would have no radio or tv unless taxpayers paid five billion dollars a year in taxes." He said advertising forces media to give people programs they want "without government fiat."

Harold H. Webber, vice president, Foote, Cone & Belding, spoke on research, asserting: "Research has been developing rapidly as an important function of the advertising agency, but it will never measure up to its ultimate potential until the people who perform it become more skillful communicators."

'Matinee' Preview on NBC-TV Draws 2,500 to Closed Circuit

ESTIMATED 2,500 persons, made up of advertiser and agency executives and members of press in some 125 cities, watched Friday closed-circuit color presentation of NBC-TV's *Matinee* show (Mon.-Fri., 3-4 p.m. EST) which starts Oct. 31. Show originated from New York and Burbank, Calif., color studios, with pickups from Oklahoma City (P. A. Sugg, WKY-TV Oklahoma City, appeared on telecast) and Lansing, Mich. (Michigan State U.).

Each full hour can accommodate six commercials and two station breaks. Each 90-second commercial is being offered at $10,326 (includes time, production and cable-color costs) with bonus positions, or discounts, for advertisers placing orders before Oct. 31 for telecast within first 26 weeks. Also with bonus, "charter clients" are not charged for cable and color networking. Advertisers already booked: Procter & Gamble (Tide), through Benton & Bowles, one quarter of program, Mon.-Fri.; Motorola Inc., through Leo Burnett Co., 13 "positions" in pre-Christmas campaign; Aluminum Co. of America, through Fuller & Smith & Ross, two "positions" only, and B. T. Babbitt Co. (Bab-O cleanser), through Dancer-Fitzgerald-Sample, 13 "positions", one each week.

Herbert Mayer Proposes Philadelphia De-Intermixture

ADDING to de-intermixture potpourri came request Friday that FCC demix Philadelphia which has three tv stations presently operating, all vhf. Request was submitted to Commission by Herbert Mayer who three weeks ago was granted permit for uhf ch. 23 at Philadelphia [B•T, Oct. 3].

Mr. Mayer said de-intermixture would make tv service available on seven channels and also would allow for educational operation. He said operating vhf stations could write off conversion cost on income tax.

Last week Mr. Mayer was granted permit for second uhf, this one at Boston on ch. 38 (story page 84). He said privately Friday that he will probably submit de-intermixture plan for that city, too. Mr. Mayer in 1954 sold KPTV (TV) Portland, Ore., and WXEL (TV) Cleveland, along with Empire Coil Co. (electronic parts), to Storer Broadcasting Co. for $8.5 million. He has been out of tv since.

UPCOMING

Oct. 17: Vermont Assn. of Radio & Tv Broadcasters, Hotel Vermont, Burlington.

Oct. 17-19: A. A. A. A. Eastern Annual Conference, Hotel Roosevelt, New York.

Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 18: RTES 1st meeting of the 1955-56 series of Timebuying and Selling Seminars, New York.

For other Upcomings see page 129

PEOPLE

THOMAS F. GREENHOW, radio-tv head of Famous Artists Corp., has been named supervisor of talent operations for NBC-TV in Hollywood effective Nov. 1.

JOSEPH O. WILSON, newly-named account executive on Spark Plug Div. of Electric Auto-Lite account, Grant Adv., Detroit, appointed vice president.

LEE KING, head of art department at Weiss & Geller Inc., Chicago, past 12 years and vice president of agency, appointed creative director.

HERBERT BERGER, general manager, Guy Lombardo Enterprises, to Dancer-Fitzgerald-Sample, N. Y., as head of business affairs for tv and radio department.

HEBER G. WOLSEY, head of radio-tv department of Gillham Advertising Agency, Salt Lake City, appointed vice president. He joined Gillham in 1951 from KSL Salt Lake City.

VALENTINE C. RITTER JR., timebuyer, Dancer-Fitzgerald-Sample, to N. W. Ayer & Son, N. Y., as timebuyer.

BRIG. GEN. DAVID SARNOFF, RCA and NBC board chairman, will receive doctorate of laws degree from Fordham U. Oct. 22. Following ceremony, Gen. Sarnoff will talk on "Freedom, Responsibility and the Law," second in Fordham's series of Golden Jubilee lectures.

Funeral services were to be held Saturday for **H. CODY SATTLEY,** 54, account executive with Leo Burnett Co., Chicago, who died in Highland Park Hospital Thursday. Mr. Sattley was with Burnett agency 14 years, and recently was executive on the Pure Oil account. Previously he was at McCann-Erickson Inc. His wife, Ann, and sons Kirk and Guy survive.

New Studies, Petitions Add To Uhf-Vhf Controversy

HARD on heels of FCC meeting with uhf broadcasters (see story page XX), two uhf stations filed petitions at Commission asking that action finalizing vhf grants in their cities be held up pendng resolution of deintermixture petitions. Stations were ch. 30 WOBS-TV Jacksonville, Fla., and ch. 39 WTVO (TV) Rockford, Ill. (Madison, Wis.).

Meanwhile, WTIC Hartford, Conn., favored in initial decision for that city's ch. 3, asked FCC Friday to prohibit WWLP (TV) Springfield, Mass., from influencing public support for that ch. 22 station's petition to deintermix Hartford area. WTIC asked also that FCC disregard any public sentiments from Springfield-Holyoke in favor of deintermixture.

Meanwhile, it was learned FCC received two additional studies on uhf-vhf problem. One, from Crosley Broadcasting Corp., indicated what might be done in congested Zone 1 area with three additional vhf channels taken from contiguous spectrum band. It is understood Crosley review shows how 30 additional stations can be added in Zone 1, without any change in mileage separations or power-antenna height ratios. The other report was economic study by Richard P. Doherty, economic and labor consultant.

Among uhf broadcasters who attended FCC meeting Friday morning were George B. Storer, Storer Broadcasting Co.; Philip Merryman, WICC-TV Bridgeport, Conn.; John H. Perry Jr., WJHP-TV Jacksonville, Fla.; Harold Thomas, WATR-TV Waterbury, Conn.; Charles N. DeRose, WHYN-TV Springfield, Mass.; Elmer Balaban, WTVO (TV) Rockford, Ill., and WICS (TV) Springfield, Ill.; Fred Weber, WFPG-TV Atlantic City, N. J.; John Johnson, WTOB-TV Winston-Salem, N. C.; Harry Tennenbaum, KTVI (TV) St. Louis, Mo.; Larry Israel, WENS (TV) Pittsburgh, Pa.

the week in brief

WHAT'S THE TV LIMIT?

The magic number is 600, according to CBS, in advising FCC that no matter how many channels are allocated, only that many can be supported by advertising 27

COCA-COLA TO McCANN-ERICKSON

$18 million account drops D'Arcy agency after 49 years. New billings make M-E fastest-growing agency in the business 31

RADIO, IN ALL ITS GLORY

First annual RAB advertising clinic gathers 500 in New York to hear tribute paid to broadcasting's elder medium 32

WHILE THE V.P.'S AWAY

His wife is listening to the radio .. 35

THEY SING RADIO'S PRAISES

Aero-Mayflower 36
Q-Tips 41
Frontier Airlines 42
Pine-Sol and Perma Starch 44

VIDEOTOWN REVISITED

Cunningham & Walsh makes its eighth annual survey of test city New Brunswick, N. J., and finds television still a solid citizen 50

NEW DIMENSIONS TO RADIO

CBS vice president Karol tells Central AAAA about the medium's comeback. Top topic: $64,000 Question's *radio versions* 54

STRAIGHT TALK ABOUT RADIO

BBDO's Frank Silvernail tells Roanoke NARTB meeting that many of radio's wounds are self-inflicted. He suggests remedies 58

RKO'S TV RELEASE PLANS

General Teleradio President O'Neil says new film subsidiary is readying 16mm prints for tv, may let them go about first of year 64

NARTB PLANNING FILM REVIEW

Details of Tv Code Board's new function told to Roanoke meeting. Also new: first report on pilot tv study in Pennsylvania 66

UHF OPERATORS ASK HEARING

They want the FCC to hold off on any action which would compromise chances of revitalizing uhf's chances 80

RADIO-TV CROWDS COURT DOCKETS

Fall terms of Supreme Court, Court of Appeals face heavy schedule of broadcast cases. Coming: decision on multiple ownership rules 88

PLAUDITS FOR ABC RADIO PLAN

New 'personalized listening' setup wins enthusiasm of affiliates 95

DUMONT GOES AFTER STATIONS

New broadcasting organization voted by stockholders, sets sights on major market properties. Paramount's Goodwin elected president 100

MERCHANDISING A FILM PROPERTY

B•T Picture Story tells how TPA did it with the Lassie *series* 107

NATO NATIONS EYE COMMERCIALS

Other European countries may follow Britain's lead in reverting to American-style broadcasting 118

departments

Advertisers & Agencies 31
At Deadline 7
Awards 116
Closed Circuit 5
Colorcasting 56
Editorial 130
Film 64
For the Record 120
Government 80
In Review 14
International 118
Lead Story 27
Manufacturing 99
Networks 95
On All Accounts 22
Open Mike 18
Our Respects 20
Programs & Promotion 119
Stations 96
Trade Assns. 66

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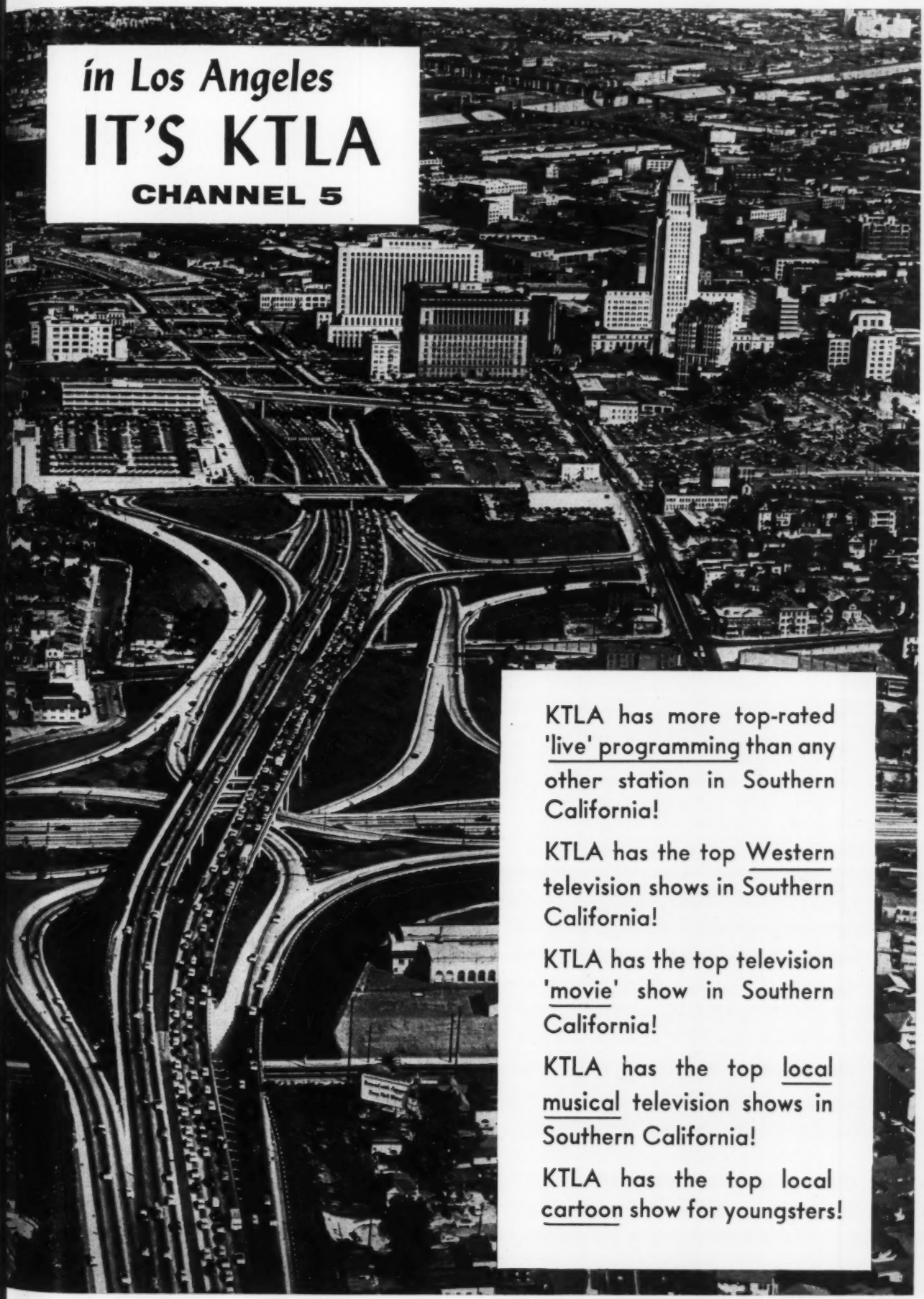
in Los Angeles

IT'S KTLA

CHANNEL 5



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For the answer to these (and several thousand other questions), 3488 agency men, 2765 national and regional advertisers, and 11,000 other subscribers will turn to radio's One-Book Reference Library—Broadcasting • Telecasting Yearbook - Marketbook.

Four hundred and eighty seven (or more if we beat last year's figure) advertisers will get the benefit of advertising that lives for an entire year in a book that, like radio, looks like it's here to stay. This is our 22nd consecutive Radio Yearbook, and as Jim Luce of J. W. T. once said, "B•T's Yearbook could easily win the $64,000 question if it could only talk".

Let your ad talk for you 12 months a year, opposite your listing in the Yearbook. There's only so much space available so make your reservation now and be sure. Use the coupon on the opposite page.

Reference Library

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Complete state and city directories of am and fm radio stations, listing station executives, frequencies, network affiliations, national reps, power;

Market data includes county population, radio homes, retail sales, audience analyses, program trends, basic statistical information about national, spot and network radio, available in no other single source;

Directories of agencies and their radio accounts;

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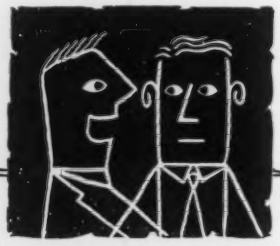

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THE BIG SURPRISE

THE IBM MACHINE took over its second starring role as NBC-TV unraveled *The Big Surprise*. And the show sorely needed unravelling as m.c. Jack Barry detailed a bonanza pattern sure to frustrate any viewer intent on pure relaxation.

A "home reporter" suggests a worthy contestant, who answers multi-phased questions working towards the $100,000 grand prize. If the contestant stumbles, a comparable personality from anywhere in the U. S. is selected by an IBM "electronic brain" and asked another question. A correct answer reinstates the contestant. The aide is accorded 10% of the amount ultimately won by the contestant.

The custom of simply reading questions from a slip of paper is long gone. CBS-TV's *$64,000 Question* procedure of an IBM machine plus sealed questions brought under armed guard from bank vaults is matched by *The Big Surprise* system of secret punch cards that are decoded on an electronic typewriter.

And so it goes: the 'buying' price for an audience seeking a vicarious thrill has gone up better than 50%.

It won't be long before some contestant overlooks the poor odds set up by the huge tax slice and goes for the 100 grand. Then what's the next step to sustain interest?

Production Costs: $20,000.

Sponsors: The Speidel Co. and the Purex Co., on an alternating week basis, through Sullivan, Stauffer, Colwell & Bayles (for Speidel) and Weiss & Geller (for Purex.) Sat., 7:30 to 8 p.m., EDT, starting Oct. 8, 1955.

Master of Ceremonies: Jack Barry.

Packaged by: Louis G. Cowan Inc.

Personal Supervision of: Harry Fleischman, president, and Steven R. Carlin, vice president of Louis G. Cowan Inc.

Producer-Director: David Lowe.

SHOW BIZ

A PANORAMIC 90 minutes of nostalgia flashed across the nation's tv screens Oct. 9. It was NBC's color spectacular of show biz, which subject is always sure for a couple of teary eyes in any audience. This one was based on the book of the same name by Abel Green and the late Joe Laurie Jr. It was episodic as all get out—a few of the skits were on and off before this viewer could blink an eye in reverie.

This memory lane conglomeration began with a 1905 medicine show, zipped through melodeons, nickelodeons, vaudeville, burlesque, speakeasies, girlie shows, early radio, USO entertainments and ended up with . . . right, "There's No Business Like Show Business."

But there were some joys for the viewer. Buster Keaton doing his stagehand skit, Bert Lahr his policeman's bit, Eartha Kitt in a speakeasy number, a Follies-Vanities sketch that was real rare (tipsy show girls parading down a stairway), and a hilarious burlesque of early radio giveaway programs by Paul Gilbert and Beatrice Kay.

Production costs: Approximately $125,000.

Sponsored by Sunbeam Corp. through Perrin-Paus Co., Chicago; U. S. Rubber Co., through Fletcher D. Richards Inc., New York, and Maybelline Co., through Gordon Best & Co., Chicago on NBC-TV Oct. 9, 7:30-9 p.m. EDT.

Cast: Groucho Marx, Art Linkletter, Beatrice Kay, Buster Keaton, Dennis Day, Bert Lahr, Eartha Kitt, Rosemary Clooney, Paul Gilbert, Melinda Marx.

Produced and staged by Ernest D. Glucksman. Director: Richard McDonough; musical director: Gordon Jenkins; choreographer: Tony Charmoli; associate producer: Howard Ros[s]; costume designer: Grady Hunt; set designer: Bill Martin; writer: Ken Englund; associate director: Roy Montgomery.

OMNIBUS

AWARD-WINNING *Omnibus* is back and still flying high. Its first show of the season, Oct. 9, highlighting the spirit and conditions of Europe's Renaissance period, was an ambitious undertaking done in a polished and not unhumorous way.

Charlton Heston, especially, deserves recognition for his performance as a Renaissance man who led the viewer through the political machinations and back street assignations of Europe's most creative period up to that time.

The complexity of the presentation was obvious but it was handled with nary a hitch. Shifts were smoothly handled and not overly distracting.

Production costs: Estimated $65,000.

Sponsored by Scott Paper Co. and Aluminum Limited of Canada through J. Walter Thompson Co., Sun., 5-6:30 p.m. EDT, on CBS-TV.

Producer: Robert Saudek; assoc. producer: Paul Feigay; m.c.: Alistair Cooke; film supervisor: Boris D. Kaplan; feature editors: Mary V. Ahern and William Suchmann; writer: Andrew K. Lewis.

Package by: Tv-Radio Workshop of the Ford Foundation.

1976

AUTOMATION in the factory, push-button gadgets at home, a world free from human drudgery—that's the kind of thing pictured by NBC-TV in *1976*, hour-long tour of life 20 years from now telecast Oct. 9, 4:30-5:30 p.m. EDT. But it won't be a happy world unless we make it so, the presentation concluded.

A typical 1955 family, with Dave Garroway as conductor, visits 1976—its trafficless cities, its miracle-filled homes; Sid Caesar and Nanette Fabray show that family quarrels then won't be much different from those of today; Wally Cox demonstrates a radio-controlled automobile with a tv set and checkers game as standard equipment. It all seemed little improvement over things today and NBC's use of comedians to tell the story gave viewers a chance to guess how much was serious and how much free-wheeling spoofing.

Carl Sandburg, reading from "The People, Yes" provided a solemn epilogue to the running theme that, 1955 or 1976, gadgets or no gadgets, life is pretty much what we make it.

Production costs: Approximately $78,000.

Sponsored by American Petroleum Institute through Sullivan, Stauffer, Colwell & Bayles on Sunday, Oct. 9, 4:30-5:30 p.m. EDT, on NBC-TV.

Cast: Sid Caesar, Nanette Fabray, Dave Garroway, Arlene Francis, Wally Cox, Eli Wallach, Georgiann Johnson, Fleet Adm. Chester W. Nimitz and poet Carl Sandburg.

Producer: Ben Park; consultant: Victor Gruen; assoc. producer: Don Cash; director: Lynwood King; writer: George Lefferts; scenic designer: Jan Scott; fashion consultant: Kitty D'Alessio; music composer-director: Al Goodman.

CROSSROADS

REAL life drama—believable situations—prove good fare in television. *Crossroads* undoubtedly will win a following for its choice of story material in this area. The use of a narrator and "this is your life" approach gives the feeling of a more intimate insight, unless its over-

use suggests imitation of another more widely-known program.

The selection of stories from the experiences of the clergy is bound to be the key factor for the success of this series. Everyone knows that these dedicated men gain a knowledge of human affairs few others share.

The only factor that could offend would be excessive doctrinal preaching. This pitfall was avoided in the first show, "The Shadow of God," when broad religious truths were judiciously interposed at appropriate moments. This program, featuring Paul Kelly as Father Rigge of Creighton U., Omaha, in his efforts to clear a former student of a false charge of attempted murder, was well portrayed but it failed to make the best of the court scene. In drama, trials are considered stuff from which climaxes are made. The climax failed for want of clear exposition. Otherwise, the plot was sufficient to sustain interest.

Production cost: Approximately $30,000.
Sponsored by Chevrolet Dealers through Campbell-Ewald Co. on ABC-TV, Tues. 8:30-9 p.m. EDT.
Stars for "Shadow of God": Paul Kelly, John Archer, Strother Martin, Dayton Lummis, Robert Warwick, Raymond Greenleaf, Paul Birch, Charles Halton, Adam York, Arthur Marshall, Nolan Leary, Angela Sideli, Carol Mitchell.
Producer: Bernard L. Schubert; writer: Allan Sloane.

DR. SPOCK

DR. BENJAMIN SPOCK's new discussion series on NBC-TV is billed as informal and unrehearsed. You can believe it. So informal and unrehearsed that you won't know any more after 30 minutes than you did before.

Dr. Spock, probably the best known of American pediatricians, is the author of *Baby and Child Care*. His printed word has bailed many a parent out of a trouble spot, and it's assumed his televised advice could do the same. But not if it's to be diluted by rambling and not too intelligent questions by a couple of sets of parents, as in the Oct. 9 opener.

What would be wrong with letting the noted doctor have the camera to himself for the 30 minutes? Or if we must get parents into the act, why not a question and answer session with a number of parents and *rehearsed* questions? If this fellow's an expert, let's have the benefit of *his* answers, not the fumblings of other confused parents.

Production Cost: Approximately $6,500.
Sponsored by Beechnut Co. through Kenyon & Eckhardt, Sun., 3-3:30 p.m., on NBC-TV.
Producer: William White Parish; Director: Charles K. Dargan.

CRUSADER

WE DON'T KNOW what the reaction to CBS-TV's *Crusader* (Fri., 9-9:30 p.m. EDT) was in the New York headquarters of Radio Free Europe and Radio Liberation, but we can imagine that people there, and in Munich, might have asked each other a lot of questions.

Though MCA Ltd. claims that its film dramas, sold to CBS-TV, are "based on actual cases taken out of official files," it doesn't say *whose* files. We strongly suspect they were their own, for the premiere program, "Cross on the Hill," was no worse or better than any other 30-minute tv adventure story. It involved a Czech priest who refused to join the underground because his duty was to God, not to the State; two escapees from a notorious prison camp on the Czech-German border in need of aid; and an American journalist who finally convinced the priest that he could better serve humanity by guiding the two partisans to freedom.

Yet, if these stories are true as MCA says they are, why clutter them up with a hero who seems to be a cross between the Scarlet Pimpernel and Hopalong Cassidy? Isn't the mere fact that some 350,000 Europeans have slipped through the Iron Curtain in the last 15 months intriguing enough?

Production Cost: $32,500.
Sponsored by R. J. Reynolds Tobacco Co. (Camels) through William Esty Co., New York, CBS-TV, Fri. 9-9:30 p.m. EDT.
Cast: Brian Keith as Matt Anders (permanent).
Producer: Richard Lewis; director: Herschel Daugherty; writer: Jim Strangier.

ADVENTURES OF CHAMPION

ALTHOUGH CHAMPION, "the Wonder Horse," gets top billing in this new western juvenile series, the real hero of the opening episode, telecast Sept. 30, was the dog Rebel. And Barry Curtis, as Ricky North, the boy who has made friends with the king of the wild horses, Champion, and is the only one the horse will permit to ride him, lets Francis McDonald, as big-talking old Will Calhoun, steal that part of the limelight left by the animals for mere humans.

How the "saddle tramp" became a hero in spite of himself was a yarn guaranteed to hold the interest of even the most western-hardened viewer, and that is no mean tribute to the art of the writer—Robert Schaefer and Eric Freiwald—who gave the authors of succeeding episodes a tough mark to shoot at. Young Mr. Curtis and Jim Bannon were acceptable as the boy and his rancher uncle, but the horse and dog were the real stars and showed quite plainly that they were well aware of their position.

Stars: Champion and Rebel, assisted by Barry Curtis and Jim Bannon.
Producer: Louis Gray; director: George Archinbaud (on premiere), Ford Beebe; writers: various; Robert Schaefer and Eric Freiwald on premiere.
Broadcast sustaining on CBS-TV, Fri., 7:30-8 p.m. EDT.

BRAVE EAGLE

ALTHOUGH *Brave Eagle* is more properly catalogued as "adventure" rather than "educational," it's pretty sure to inculcate in its young viewers such segments of "the code of the Cheyennes" as: always answer a call for help; never forget a favor or an injury, and if you've given a promise, don't ever go back on it.

The CBS-TV serial of Indian life in the Old West also will give many youngsters what may be their first lesson in racial understanding, for in this program the Indians are the heroes, outwitting the stupid—and wicked white men. Keith Larsen is brave, true and noble as Chief Brave Eagle of the Cheyenne tribe. Keena Nomkeena is eager and earnest as the boy who is trying to grow up into a good Cheyenne warrior. Bert Wheeler, in the comic role of Old Smokey, is as amusing as the part permits, but it's a far cry, not to say war-whoop, from the act that won him fame in the two-a-day.

All in all, a better-than-average western and more mysterious than the ways of the wily red man is the reason the show has no sponsor.

Broadcast on CBS-TV, Wed., 7:30-8 p.m. EDT.
Executive producers: W. Arthur Rush and Mike North; producer: Jack Lacey; associate producer: Wallace Bosco; director Paul Landres.
Produced in Hollywood by Roy Rogers Productions Inc.
Stars: Keith Larsen, Bert Wheeler, Keena Nomkeena.

COMPLETE THAT PASS

lob that hot spot into pay-dirt the easy way by taking-to-the-air with KDUB-TV, channel 13, in fabulous Lubbock, Texas' touchdown territory. You put 105,133* loyal, high-income fans on your side with one economical play.

*September 15, 1955 set count.

NOW 316,000 watts!
MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

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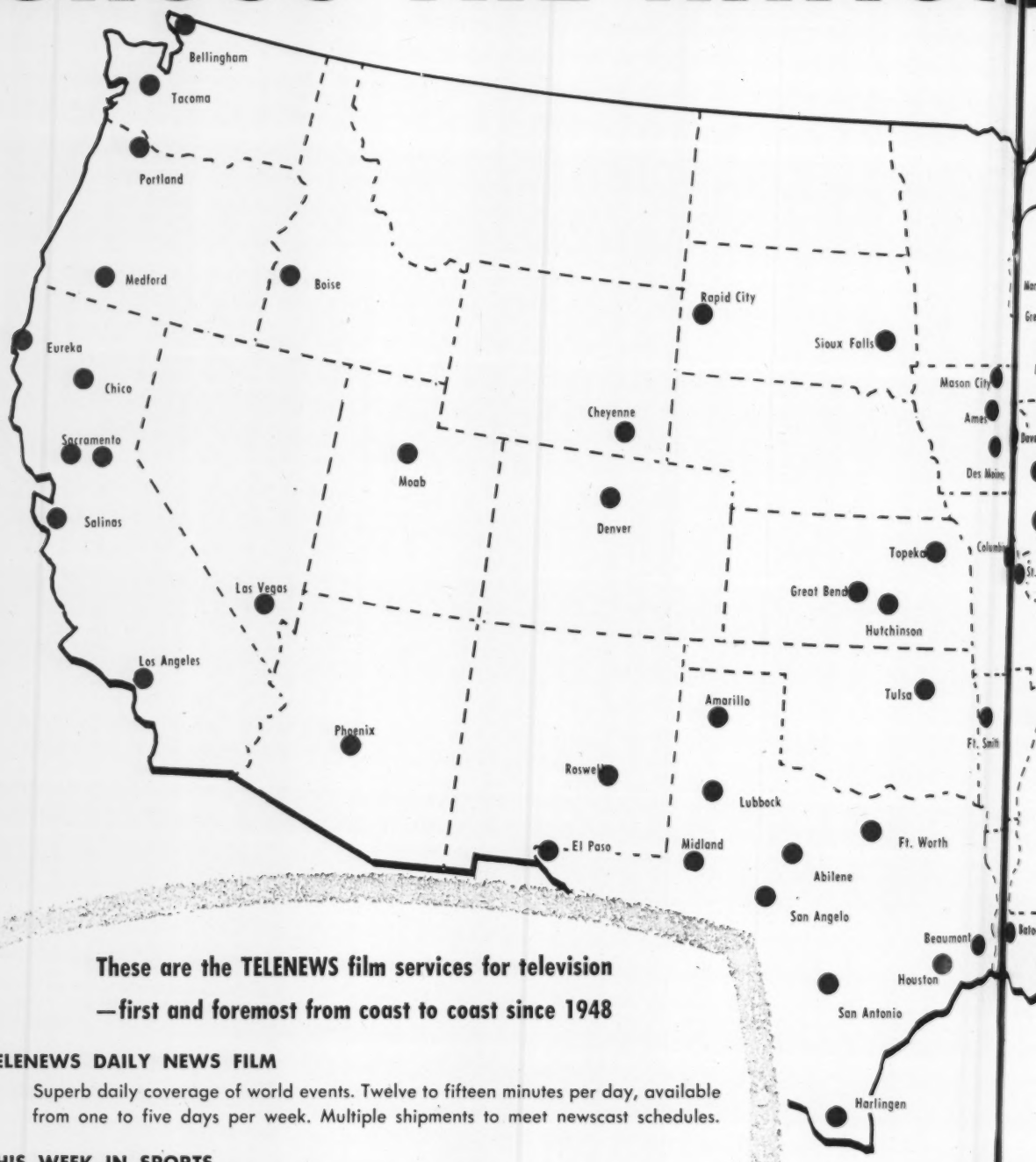
ACROSS THE NATION



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An action-packed, 15-minute program of current sports with Harry Wismer as commentator. Completely voiced and scored. Shipped from New York Tuesdays for immediate release. Exclusive in each market.

TELENEWS WEEKLY NEWS REVIEW

A comprehensive, fast-paced, 15-minute digest of the week's top news events. Completely voiced and scored. Shipped from New York Fridays for immediate release. Exclusive in each market.

NIT'S TELENEWS

From coast to coast, most people look at TELENEWS—the undisputed leader in newsfilm services for television since 1948.

Each dot on this map represents a client station which uses one or more of the outstanding Telenews services in its local programming.

In fact, more individual U.S. television stations buy Telenews film than any other syndicated newsfilm. They know it is the best.

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(Exclusive distributors of Telenews newsfilm services)

Robert H. Reid, TV Sales Manager • 235 East 45th St., New York 17, N. Y.

Chalk this up as a unique major market buy! It's KIMA-TV with its satellite KEPR-TV in Washington State's wealthy, wandering, big and booming "Middle Market." Mountains hide it from "outside" TV signals . . . miles separate it from the influence of the state's two other population centers. KIMA-TV with KEPR-TV is a one station buy—a one station major market unmatched in the Pacific Northwest.

KIMA-TV

YAKIMA with its Satellite

KEPR-TV PASCO

NATIONAL REPRESENTATIVES: WEED TELEVISION

PACIFIC NORTHWEST: MOORE AND LUND

OPEN MIKE

Radio Reaction

EDITOR:

Please send me 150 copies of the Sept. 19 issue containing the 144-page radio '55 report. We want all our distributors to read this excellent report on the health of radio today and its future, so they can see for themselves what BROADCASTING • TELECASTING is doing to hypo interests in radio broadcasting.

Jack Freitsch, Advertising Manager
Radio Division, Philco Corp.
Philadelphia

[EDITOR'S NOTE: A limited number of copies of the Sept. 19 issue is still available.]

EDITOR:

You will be interested to know that the recent story on radio in Los Angeles [B•T, Sept. 19] has received a great deal of fine comment in this area.

As you know, this is a tremendous radio market and the area certainly deserved such a complete story. I hope that the southern California radio and tv picture can continue to get such fine analysis in the future.

Howard L. Tullis
The Tullis Co. Inc. Advertising
Hollywood

EDITOR:

I have just finished reading your Sept. 19 issue of your magazine and have especially enjoyed the B•T Special Feature—the report on radio.

It is exceptional. Anyone in the radio industry should be indebted to you for such a complete and comprehensive report.

May we order 10 additional copies of your magazine for which we are enclosing $3.50?

Sid Boyling, General Manager
CHAB Moose Jaw, Sask.

EDITOR:

As a time salesman for KYOS, let me congratulate you on the splendid 144-page special report on radio in 1955. The ideas alone that could be gleaned from the pages of this one issue more than repay the cost of subscription for a year. . . .

Bob McVay
KYOS Merced, Calif.

Editorializing

EDITOR:

We particularly appreciated the B•T Interview with Daniel W. Kops of WAVZ New Haven [B•T, Sept. 19] . . . It was in 1949, shortly after the reversal of the famed Mayflower case, that KTTR's program, *One Man's Opinion,* came into being. KTTR was at that time owned by three equal partners [now by two]. At first, when one of the station owners decided that there was a need for an editorial, he would confer with the other two partners as to the advisability of 'sounding off' on the subject. . . . Each of the editorials would end with an invitation to the KTTR audience to respond with diverse views if they so desired—that time would be made available, without charge, for opposing viewpoints.

One of the most interesting controversies occurred when one of the owners was sincerely on one side of a local controversy, and another of the owners was sincerely on the opposing side. Both stations owners presented their respective views in a series of editorial programs, with ammunition provided by listeners whose views coincided with one of the sides . . .

Needless to say, we have had editorials of many types and kinds. However, we have been agreeably surprised that there have been practically no cranks asking for time. As yet, we have never been sued as a result of the content of one of these programs. Of course, suit has been threatened a time or so, but we have in each case been able to demonstrate the extreme value of the freedom of speech. It is our sincere belief that such a program more than repays any potential danger of lawsuits by the mass of goodwill that is achieved by the station through such an endeavor.

No effort has ever been made to sell the program. *One Man's Opinion* is heard only at 5:30-5:45 p.m. and then only when a guest editor has applied for time or when a local issue of sufficient interest has aroused the sounding of tendency of the station manager. No one has ever been refused time on *One Man's Opinion.*

Luther W. Martin, Gen. Mgr.
KTTR Rolla, Mo.

EDITOR:

KORE has been editorializing since 1950, and we have had good solid success. As manager of the station, I do these editorials myself. We follow FCC rules which, of course, are simply the rules of fair play. Never have we had any misunderstanding . . .

Even persons who have held views opposed to ours have complimented us on the service we render the community when we take a definite stand on isues or candidates.

Lee Bishop, Pres. & Gen. Mgr.
KORE Eugene, Ore.

EDITOR:

I have enjoyed your articles on editorializing by radio and television stations and I was particularly interested in your editorial in the Sept. 26 issue. It is true that there has been little "noise" about the editors' policy of radio and television stations and I wonder if it might not be that many stations are editorializing and just not making too much of a fuss about it.

For some time, we have had an editorial period schedule of Saturday evenings on WVET radio. This editorial commentary is labeled as editorial opinion and it gives us an opportunity to influence public opinion to some extent. We have had many favorable comments on the views expressed in this editorial period, as well as some rather outspoken criticism . . .

We have not as yet begun an editorial program on WVET-TV, as this entails considerable additional preparation in order to make it good television. However, we expect to begin such a program early in October.

Ervin F. Lyke, Pres.
WVET-AM-TV Rochester, N. Y.

Farm Tv Census

EDITOR:

We are clipping the county-by-county figures on farm tv sets which are appearing in your publication.

Following are the states which we have assembled so far: Oklahoma, Kansas, Wisconsin, Minnesota, Montana, South Dakota, and Nebraska. I wonder if you would have someone check to be sure that we haven't missed any to date and if we have I would appreciate your sending a tear page of such material as we might not have.

From here on we'll watch each issue.

E. A. W. Schulenburg, V. P.
Ridgway Advertising Co., St. Louis, Mo.

[EDITOR'S NOTE: B•T has also published county-by-county farm tv set figures for Arkansas, Connecticut, Idaho, Iowa, Maine, Nevada, New Hampshire, New Jersey, New Mexico, North Dakota, Rhode Island, Tennessee, Texas, Utah and Vermont, copies of which have been sent to E. Schulenburg. Figures for other states will be published as soon as they become available from the U. S. Census Bureau.]

NOW–11 KW

...with RCA's TT-10AL

for VHF

With recent design advances, RCA engineers have increased the power output of the TT-10AL VHF transmitter. This popular transmitter now delivers a full 11 KW of peak visual power (low band)—measured at the output of the sideband filter. If you need this extra KW, it's yours now.

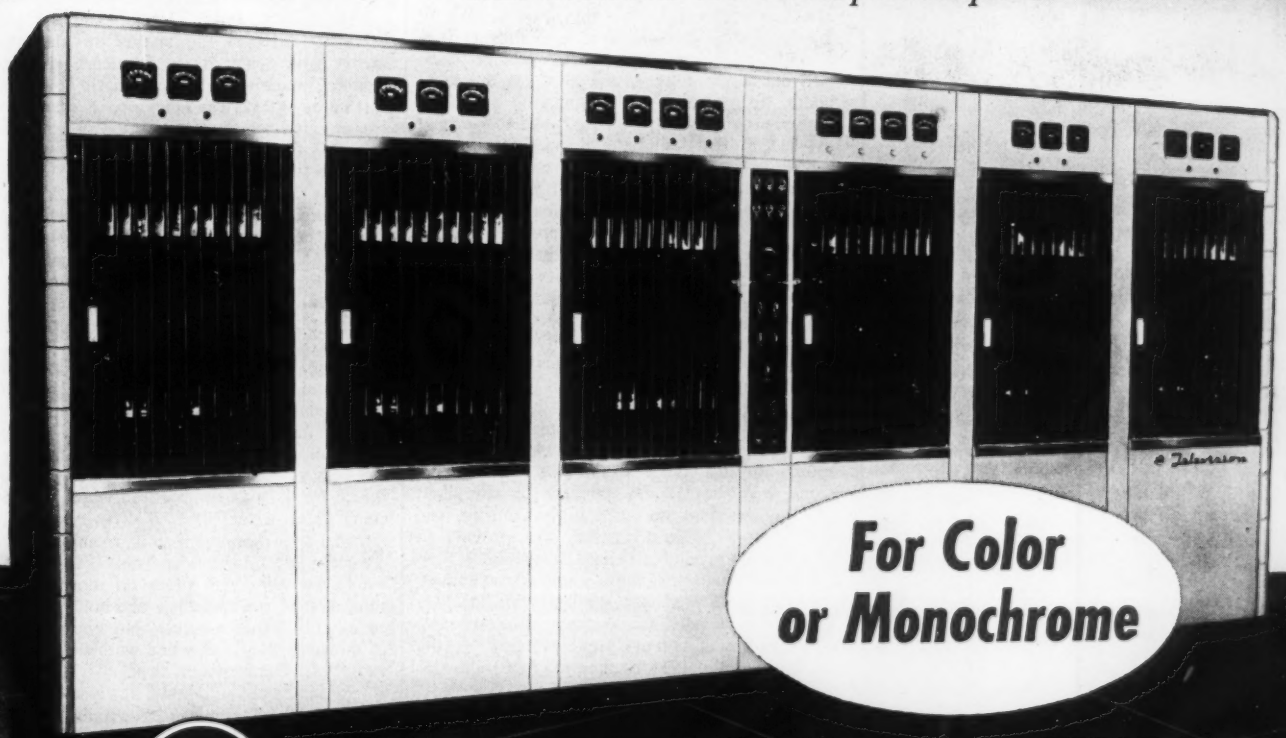
Costs no more than the original 10-KW design—and of course it can handle color.

With power increased to 11 KW, RCA's exclusive TT-10AL—in combination with an RCA 12-section antenna—is the most outstanding VHF system in the industry, delivering 100 KW ERP at the lowest operating cost of any VHF equipment package now available.

RCA 11 kilowatters are ready to ship. Order yours now for early delivery. For complete details, see your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Ltd., Montreal.

Ask your Broadcast Sales Representative for literature describing RCA's new 11-KW design for channels 2 to 6.

RCA Pioneered and Developed Compatible Color Television



For Color or Monochrome

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Teenagers, housewives or homemakers (call 'em what you will) . . . they all love our Jimmy Vinson. Jimmy's Middle Georgia's top disc jockey, so naturally he's on WMAZ Radio.

One of his more popular shows comes on afternoons now, from 4 till 5:30, called "The Jimmy Vinson Show." His listeners love it. (He gets 33% of audience competing against 21 other radio stations, according to our latest area Pulse.) And so do his advertisers.

JIMMY VINSON

Some of the local ones include a drug store, a furniture store, a baker, a bank, a used car dealer, a television set distributor, and a supermarket. They're all long time advertisers on the "Jimmy Vinson Show," mainly because they're getting the results they want.

You'll get the results you expect too, when you use the "Jimmy Vinson Show" on WMAZ Radio. Ask Katz to tell you more.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to ALEXANDER WOLFRED DANNENBAUM

AGGRESSIVENESS and a willingness to gamble on new sales approaches have proved to be a winning combination for Alexander W. Dannenbaum, who started breaking sales records in radio and continued to break them when he made the transition to tv.

Mr. Dannenbaum, sales manager of WPTZ (TV) Philadelphia, joined the station in 1948; he's been setting sales records ever since.

A native Philadelphian (born July 11, 1911), young "Bink Dannenbaum attended local schools, graduated from Pennsylvania Military Preparatory School, attended Cornell U. at Ithaca, N. Y., and earned a civil engineering degree from Princeton U. (class of 1933).

After graduation from college Mr. Dannenbaum had a yen to get into the broadcasting field. The road looked easy enough (his father was president of WDAS, Philadelphia independent), but there was an unexpected dead end: Mr. Dannenbaum Sr. felt that one member of the family was enough for a small independent.

While the senior Dannenbaum was on vacation his partner opened the door for the eager youth, hiring him as a salesman on a straight commission basis. It was a fortunate turn of events for both—within a few months he was setting sales records.

Recalling his early days at his father's station, 44-year-old Mr. Dannenbaum says, "I somehow had a notion that there was a thing called national business, and that a local independent station should have its share." So to the astonishment of many inhabitants of New York's Agency Row, young Alexander Dannenbaum made the rounds. In those days small, local independent radio stations just weren't carrying national acounts. "They looked at me as if I were a man from Mars," he remembers.

In 1935 Mr. Dannenbaum signed up the first national account for WDAS (Lucky Strike cigarettes, through Lord & Thomas [now Foote, Cone & Belding]), and the first for any small local independent am outlet in the country. The elder Dannenbaum's vacation was proving to be the most profitable respite he ever took.

From that day forward, Alexander Dannenbaum's career has been studded with a steady succession of sales records, new sales schemes and ideas, such as newscasts every hour on the hour. WDAS in 1938 became the first radio station to broadcast hourly newscasts, 13 per day, seven days a week, and what is more, all sold.

World War II broke out about this time and Mr. Dannenbaum joined the U. S. Army. After four years service with the Signal Corps, during which he rose to major, he was discharged.

He returned to WDAS, this time as commercial manager, but shortly afterward he moved to WPEN Philadelphia, a larger am station, also as commercial manager.

When tv, then only an infant in the media picture, beckoned, indefatigable Bink Dannenbaum answered the call. He accepted the post of sales manager at WPTZ, one of the first tv stations in the U. S. Before him lay the task of developing an entire sales department, rates and sales policies, and establishing sales promotion and sales services. Under his adroit sales guidance things moved rapidly—and always forward—at WPTZ.

After establishing a daytime tv show, the first by any station, Mr. Dannenbaum set his sights on the dinner hour period. Up to now, the highest dinnertime rating WPTZ could obtain was a 6. A switch to western films, which were collecting good daytime ratings, proved to be the right recipe—dinnertime ratings zoomed to as high as 50. After that, the SRO sign was tacked up and a waiting list of sponsors lined up in front of Mr. Dannenbaum's office.

The next plan in Mr. Dannenbaum's relentless drive to enhance the stature of the newest media was centered on the early afternoon women's audience. The only daytime show then carried by WPTZ was *Television Kitchen*, which is still being programmed by the station. Today it ranks as the oldest continuously-sponsored daytime tv show.

It was decided that before the station would take a big step into daytime tv a two-hour strip across the board must be sold out. To fill that block, the station gambled on feature films —which even today are considered by many to be a risk. Mr. Dannenbaum introduced his "6 for 1" plan to spur sales for the new strip, called *Hollywood Playhouse*.

The plan consisted of selling one full-minute spot announcement plus six billboard identifications—one at opening and closing and one at each of the four breaks—throughout the show. The plan proved a boom for WPTZ and the series was sold out at premium rates. Although the "6 for 1" plan disappeared when WPTZ became firmly established, *Hollywood Playhouse* remains as a monument to its memory: it's still a regular WPTZ series and is still sold out.

Concentrating still more on morning television, WPTZ introduced a two-hour show with personality Ernie Kovacs. "No one ever heard of morning television when we hired Ernie Kovacs," Mr. Dannenbaum says.

Mr. Dannenbaum is the newly elected president of the Television & Radio Assn. of Philadelphia. He is a member of the Poor Richard Club, the Radio & Tv Executives Club of New York and the Pen & Pencil Club.

He lives in Rydal, a Philadelphia suburb, with his wife Genevieve and five-year-old son, Alexander W. Dannenbaum III.

Hobbies: flying, sports cars, tennis, golf and horses.

Maximum Tower

1685 feet above average terrain, the new giant tower which will support KRLD-TV's transmitting antenna dwarfs all others in the Lone Star State. Texas highest man-made structure.

Maximum Power

KRLD-TV operates on MAXIMUM POWER on low Channel 4, penetrating every nook and cranny of the vast and expanding Dallas, Fort Worth and North Texas Television market.

Maximum Market

42 North Texas and Southern Oklahoma counties make up KRLD-TV's effective coverage area.

Population	2,217,610
Families	669,910
Retail Sales	$2,527,962,000

Maximum Coverage

North Texas Sales of Television receiving sets continues to soar. Every day more and more new television viewers are added. Now there are **552,740** in KRLD-TV's effective coverage . . . and growing.

Maximum Results

These factors, plus the consistently higher rated CBS-KRLD-TV programs, inevitably ADD UP TO MORE SALES RESULTS.

That's Why KRLD-TV is Your Best Buy.

Source: SM's Survey Buying Power, May 10, 1955
Television Magazine Survey of TV Sets, August, 1955

TARGET DATE ABOUT MID-DECEMBER

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

LOST IN THE SHUFFLE?

THE AVERAGE RADIO AND T.V. REP FIRM, BOGGED DOWN WITH AN ENDLESS LIST OF STATIONS CANNOT POSSIBLY DO JUSTICE TO **YOUR** STATION.

IF YOU FEEL YOU ARE BEING LOST IN THE SHUFFLE... **NOT** GETTING YOUR SHARE OF NATIONAL SALES... IT'S TIME YOU TALKED TO BURKE-STUART WHERE PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF... ***BIG!***

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

Wide Coverage For Low cost

When you buy the powerful 50,000 watt independent radio station, WCFL, Chicago... you buy bonuses... for WCFL reaches 264 counties in 6 states.

WCFL, - the Voice of Labor
CHICAGO
BURKE-STUART CO., National Representative

GLEN BOHANNAN

on all accounts

DON'T ask this young man what he thinks about the sales effectiveness of radio and television. His burst of enthusiasm will shake you.

Glenn Bohannan, radio-tv media director for Erwin, Wasey & Co., Los Angeles, keeps busy all day making the two media prove again and again what he believes is good for the 20 or so national accounts whose radio-tv business he supervises. Radio and tv have proven themselves so well for Erwin, Wasey clients, Mr. Bohannan now has three timebuyers to help him handle the accounts.

In the five years he has been with the agency, the Los Angeles office has doubled its radio-tv billings several times over. More than half of total billings now placed by the office are in radio and tv.

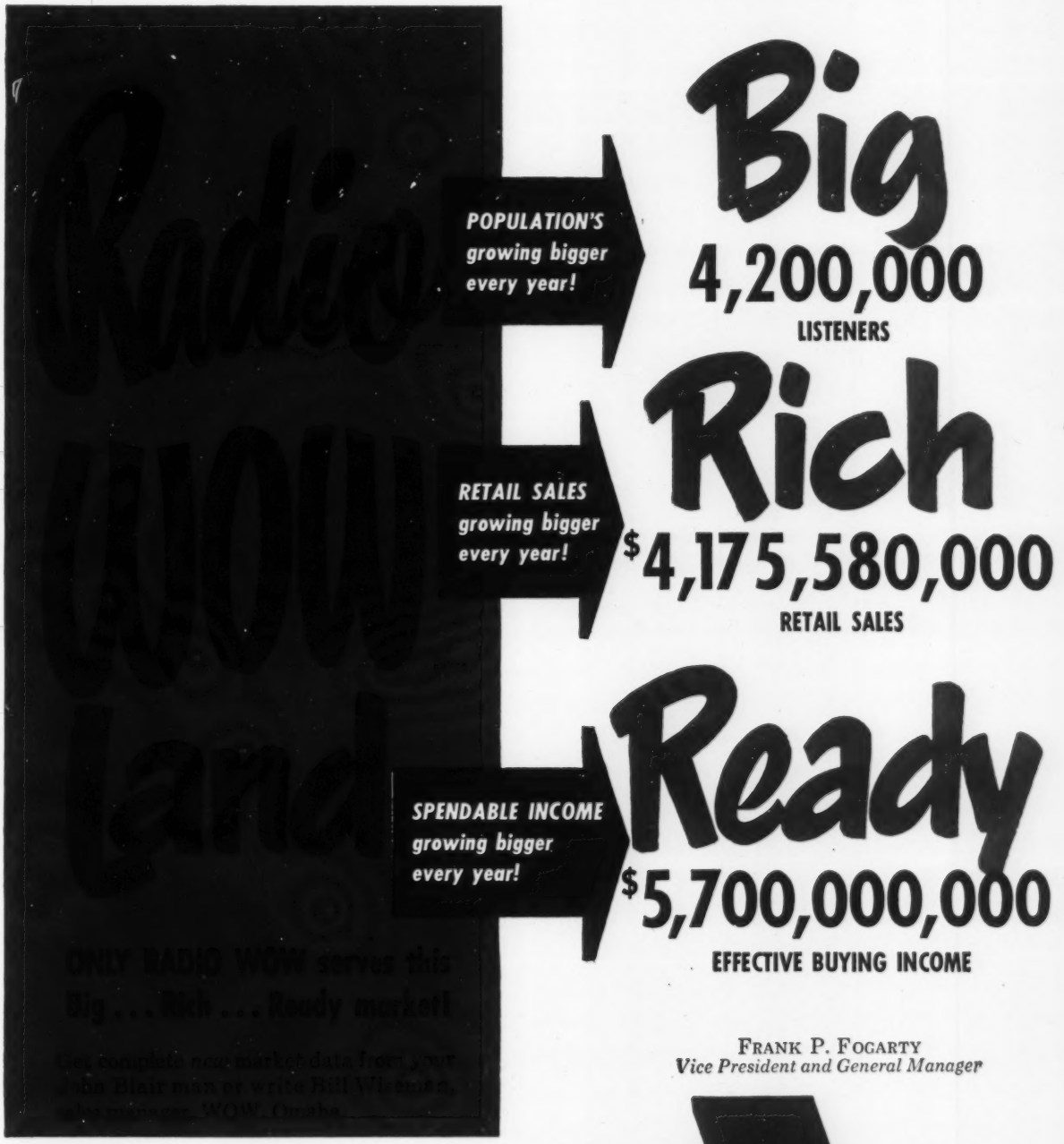
Typical of the accounts whose radio-tv timebuying come under Mr. Bohannan's supervision are Carnation Co., Los Angeles (evaporated milk, Friskies dog food); Arizona Brewing Co., Phoenix, Ariz. (A-1 Pilsener beer); Albers Milling Co., Los Angeles (feeds and cereals); Consolidated Cigar Corp., New York (Dutch Masters); Texas Co., New York; L. Rose & Co., New York (bottled lime juice), and Lee Ltd., Beverly Hills, Calif. (Dri-Mist deodorant). He also buys local radio and television in various major markets for five Safeway stores' subsidiaries which market principal private Safeway brands.

Herbert Glenn Bohannan was born in Clovis, Calif., on Aug. 19, 1923, and he prefers to forget his first name. After the usual public school education, Mr. Bohannan took various writing courses at Fresno State College, Fresno, Calif.; Allegheny College, Meadville, Pa., and U. of California, Berkeley, Calif., before and after World War II, during which he was a bombadier and navigator with the Air Force in Italy and North Africa. He was discharged in 1945 as a first lieutenant.

Several years of small agency work in the Los Angeles area made up Mr. Bohannan's formal introduction to the advertising field in the late 1940s. "You know, in the small shop you quickly learn to do everything. It's a real education," he says.

In 1950 he joined Erwin, Wasey & Co. as "office boy" and within a year was transferred to the traffic department. In another year he became head of traffic and shortly thereafter was appointed the only timebuyer in the agency's Los Angeles office.

Mr. Bohannan is a Hollywood bachelor who loves water sports. He owns a house on "Sunset Strip" where he enjoys cooking supper for his friends in the industry.

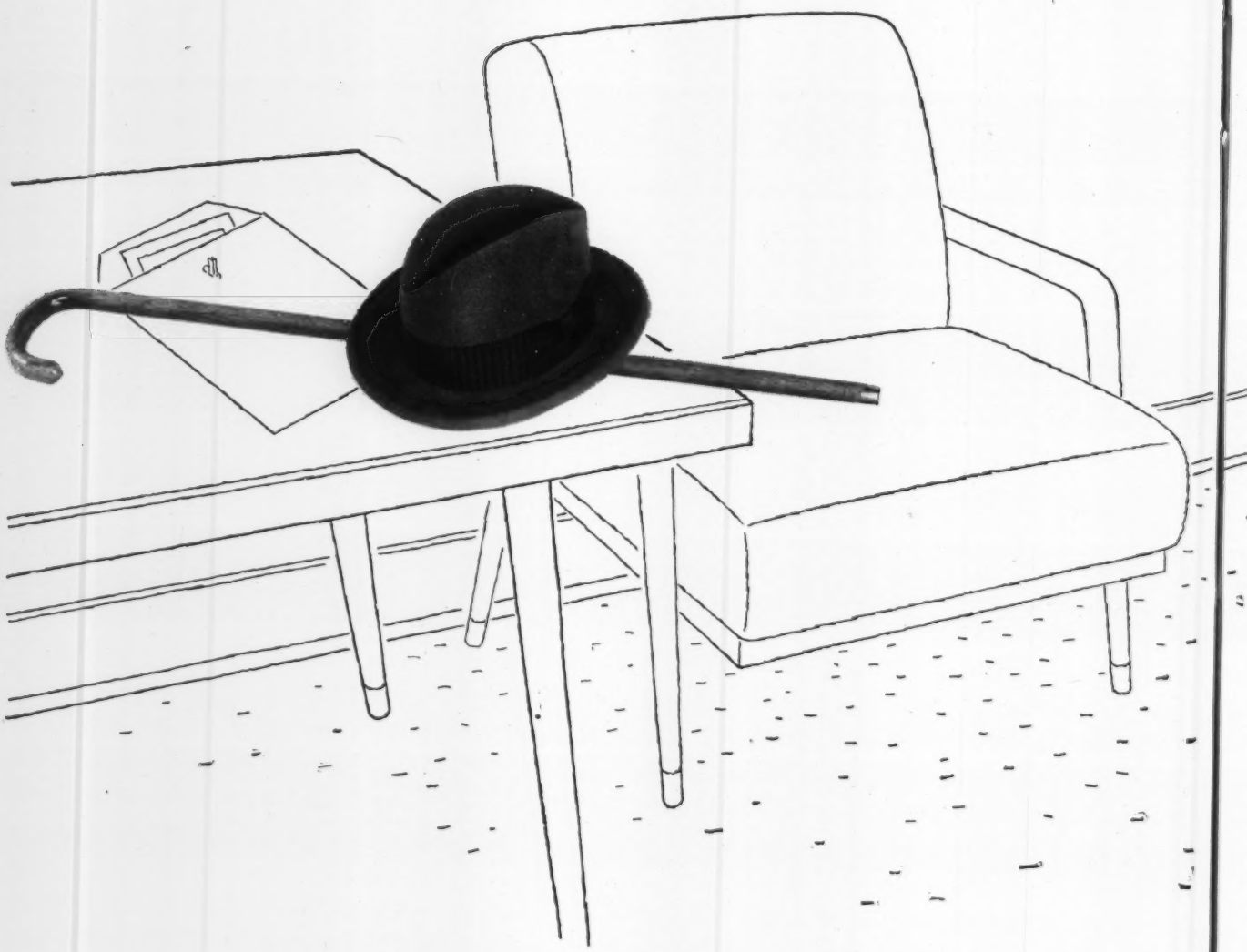


MEREDITH STATIONS are affiliated with Better Homes and Gard[illegible] and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

...He Happens To Have a New



FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

Picture Of The Children

BEFORE Television, children were assigned a special corner of their own in the American marketing scene . . . a place labeled "For Children Only".

The picture is very different today. To be sure, Television is selling candy, soft drinks and cereals as they've never been sold before, but minors are now a major factor in the purchase of almost everything that comes into the house.

Two lessons are to be learned from this phenomenon:

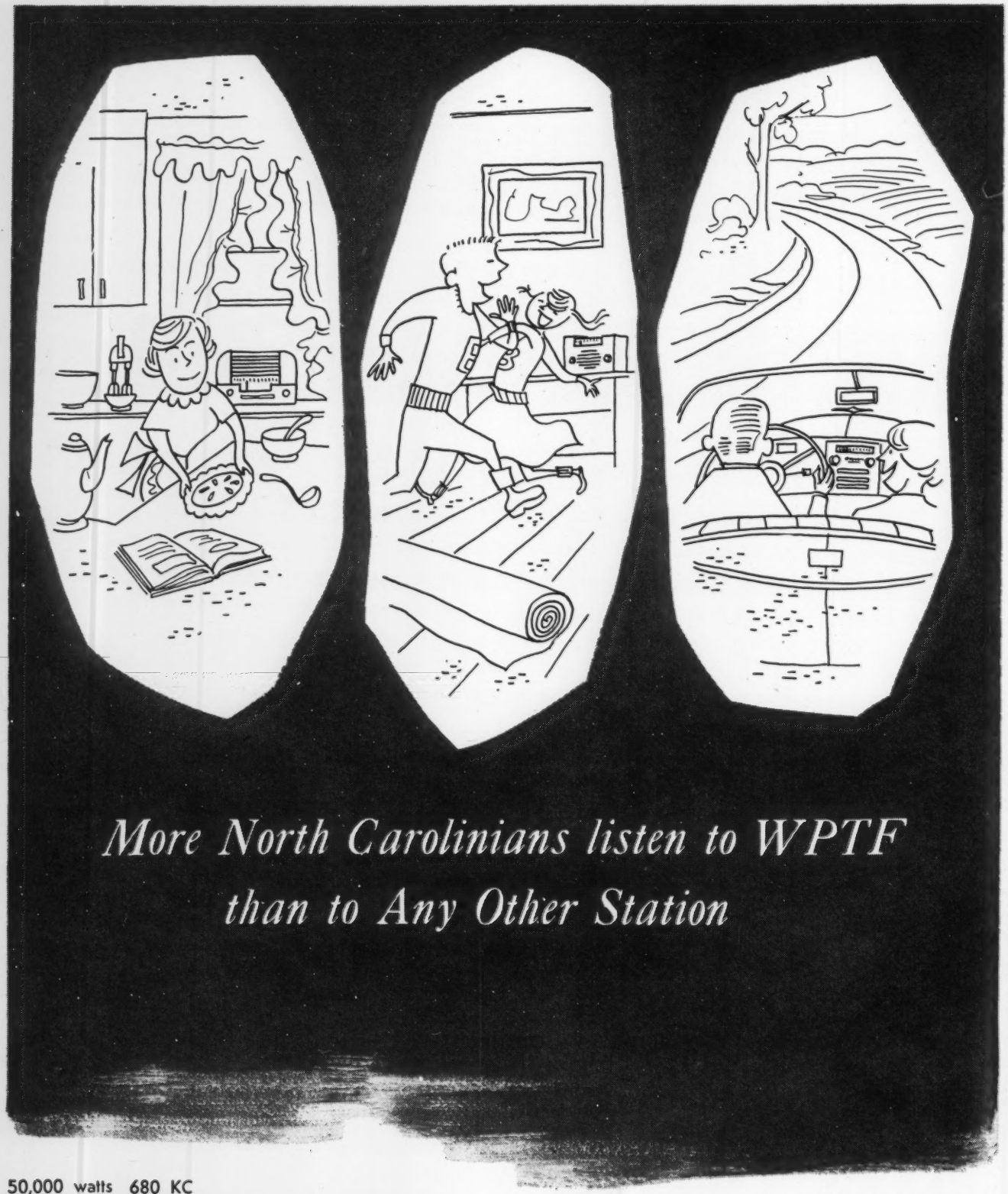
(1) The so-called "kid's show" is a terrific place to sell *anything* a youngster can eat or use.

(2) The presence of small fry in the audience is an immeasurable blessing to *any* commercial television program.

Your Free & Peters Colonel has some specifics on the subject . . . and some of the finest "station produced" programs in the land to illustrate the point.

Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC



More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

(Source): Nielsen coverage service.

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

BROADCASTING TELECASTING

October 17, 1955 Vol. 49, No. 16

CBS SAYS U.S. TV LIMIT IS 600 HEALTHY STATIONS

No matter how the FCC tinkers with its television allocations, the number of stations which can exist in the U. S. will be determined by the ability of U. S. advertising to provide revenue for tv. By the most generous estimate, not more than 600 stations can operate successfully under present economic conditions.

That is the gist of an exhaustive economic analysis which CBS quietly has submitted to FCC commissioners, B•T learned last week. The analysis was prepared by Sidney S. Alexander, CBS Inc. economic advisor since 1952.

Now and in the immediate future, Mr. Alexander says, more than two-thirds of the some 1,800 channels allocated by the FCC are destined to remain unused or to be occupied by stations with dismal if not hopeless futures. In the long run station operating costs may decline and advertising revenues — particularly from local sources—may rise, enabling more stations to be supported.

But for the next few years at least, 600 stations—plus satellites perhaps—are the outside maximum. Mr. Alexander says that, properly distributed, those 600 could provide a nationwide multi-service tv system. "About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites," he concludes, "and the use of satellites, probably economic, can push this figure fairly close to 100%."

Mr. Alexander's analysis was given to commissioners during a conference with CBS executives, headed by Frank Stanton, president, Oct. 6. At that time CBS formally presented two engineering plans to correct present inequities in tv allocations, one involving the use of uhf and the other the abandonment of uhf and the use of additional vhf space obtained from fm and government-military services [B•T, Oct. 10]. The economic study was presented independently of the engineering plans.

B•T has been able to obtain a complete copy of Mr. Alexander's memorandum. Here is the text:

Summary

THE attached study is an attempt to infer, from the present and projected future economics of television, how many television stations the country can support. It abstracts completely from spectrum limitations, and assumes that vhf channels are available for all the stations that could operate in the black if they had vhf channels.

The study ignores the uhf problem in order to help put that problem into perspective. For it indicates that, with present economic factors appraised so as to yield an upper limit of the number of economically supportable stations, only about 600 of the over 1,800 channels allocated by the FCC can be economically supported as program originating stations under the conditions likely to hold over the next few years. That means that the great bulk of the unsuccessful, or unapplied for, uhf channels could not be successfully operated as program originating stations now or in the near future, even if they were, by some miracle, transformed into vhf channels.

The analysis also implies that a much smaller, but substantial, number of vhf channels are not likely to be commercially operable under the present conditions.

In the long-run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in television. The first results of these tendencies will be the extension of the range of profitable station opportunities into smaller and smaller markets. It may take somewhat longer, however, before a strain of television stations is developed that can thrive in the shade of neighboring large-city stations. It is this latter development which is necessary to transform most of the present uneconomic channels into supportable ones, since most of the uneconomic channels are in "overshadowed" markets, served by stations in nearby larger markets.

Even at the present stage of television station economics, however, there is the basis of a nationwide multi-service system of television broadcasting. About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites, and the use of satellites, probably economic, can push this figure fairly close to 100%.

THE FOLLOWING analysis indicates that, even if there were no limitations imposed by the spectrum, the United States could economically

support only about 600 program originating television stations, plus a large number of satellite stations. Actually, the indicated number of originating stations is 588, arrived at by counting the number of television markets in the country greater than the minimum size necessary to support any specified number of stations up to four per market.[1]

Table 1 shows the number of markets in which specified numbers of stations can be supported, as well as the minimum revenues per station, the number of tv homes, the minimum total homes, and the minimum station rate for each class of market. How these minima were determined is indicated in detail below. The general procedure was to start from the most reasonable assumption as to the minimum revenues required to support a station in each class of market. Then the minimum number of tv homes that could be expected to support each of these levels of revenues was estimated. From the number of tv homes, the total number of homes was estimated on the assumption of 90% saturation. Similarly, the minimum hourly rate for each class of market was estimated on the basis of the minimum number of tv homes for that class of market.

This analysis must be tentative because a large number of the important assumptions have been roughly estimated. So few of the larger television markets have been assigned as many stations as they can economically support that the experience to date cannot furnish a clear indication of where the margin of profitability lies for any number of stations. I am reasonably confident, however, that although some of the assumptions I have used will eventually have to be changed, the net effect of the required changes on the estimated number of stations that the country can support is likely to be small. Only if the fundamental assumption is false, namely that there is not room for a station in a smaller community that is well covered by stations in nearby larger communities, could the figures be seriously in error. It is my impression that the evidence to date supports that fundamental assumption. If, sometime in the future, it should prove economic to operate stations in "overshadowed" markets, then the estimates in this paper will have to be revised sharply upward.

It is interesting to note that a study made on a completely different basis by Peter R. Levin [BROADCASTING • TELECASTING, April 27, 1953, pp. 102-107] indicates that a minimum of 517 stations can be supported. Levin used the retail sales in a station's city and home county as a measure of its ability to support a specified number of television stations.

Bases of the Estimates

Estimates Are High Rather Than Low

It was attempted to make these estimates conservative. In view of the fact that the results seem to show economic room for far fewer than the approximately 1,838 commercial stations for which channels have been allocated in the continental U. S., conservatism in this case implied a preference for those assumptions, within the probable range of the unknowns, which lead to a high rather than a low number of stations. In particular, the minimum revenues per station were assumed somewhat below levels suggested by experience to date, and the revenues per set were assumed at the upper end of the range of experience to date.

Minimum Revenues Per Station

The assumptions made in this study concerning the minimum revenues required to support a station in each type of market are highly impressionistic. Forthcoming data from the FCC will presumably provide a firmer basis for estimating the minimum revenues required. All the evidence I have seen, however, convinces me that these minimum revenues are probably set low rather than high, so that the figure of 588 economically supportable stations excluding satellites is probably an upper limit.

SINGLE-STATION MARKETS. FCC tabulations for the first three months of 1954[2] indicate that the lowest expenses for profitable stations averaged about $25,000 a month or $300,000 a year. On the other hand, one group of eight unprofitable uhf stations, in cities under 100,000 population, had average operating expenses of about $19,500 per month. It is likely that in order to earn profits these stations would have had to increase their volume of business, and thereby their expenses. The above facts suggest, in the absence of further evidence, that annual expenses of at least $200,000 are required, on the average, to support a station in a marginal single-station market. Lower revenues would, of course, support a satellite station.

TWO-STATION MARKETS. For a two-station market, a level of revenues per station of $300,000 a year seems conservative, since it is below the average revenues found profitable by any group of stations in the FCC survey covering the first three months of 1954.

The conservative nature of the $300,000 minimum revenues per station for two-station markets is shown by the fact that this would imply that Lincoln, Neb., could support two vhf stations while experience has shown that it could not do so, in that one of its two commercial vhf's has gone off the air. Even a single station may not have an easy time in a market of that size. As indicated in Table 3, *Analysis of Vhf Dropouts in Light of Theory*, vhf or cp dropouts in Butte and Billings, Mont.; Idaho Falls, Idaho; San Angelo, Tex., and Minot, N. D., also tend to confirm the criteria used to distinguish two-station markets from one-station markets.

THREE-STATION MARKETS. Similar considerations led to the assumption of minimum revenues of $400,000 for a three-station market. The one pre-freeze station in a three-station market that reported a loss in 1953 had revenues in excess of $500,000. (Inferred from Tables 7c and 7e of FCC *Final Tv Broadcast Financial Data—1953.*) At least one, and probably both of the two stations in a three-station market that reported losses in 1952 had broadcast revenues over $500,000. A $400,000 minimum revenue for profitable operation in a three-station market would seem conservative.

FOUR-STATION MARKETS. Of the pre-freeze tv stations in 1953, the two smallest, presumably in single-station markets, had average total expenses of about $500,000 each. It is hard to believe that a station could be competitive in a four-station market with total expenses smaller than all but two of the pre-freeze stations, in 1953.

One station which has been pointed out as a success story of an independent station surviving in a four-station market is KTVW (TV) Tacoma, Wash. That station has recently been reported as in the black with revenues exceeding $50,000 per month [BROADCASTING-TELECASTING, June 20, 1955, p. 5]. This lends support to the assumption that something around $500,000 is the minimum revenue for profitable operation in a four-station market. The Seattle-Tacoma market has almost four times as many homes as are assumed in this analysis to be necessary to support four stations.

Minimum Tv Homes

There are two ways in which one can pass from the minimum revenues per station to the minimum number of tv homes required. The first is to obtain a figure for the estimated revenues per tv family in a market of a specified type, and divide it into the total revenues required. The quotient is the minimum number of tv homes that will support the specified number of stations at the assumed minimum revenues. The second method is to assume that a station can earn revenues which equal a certain multiple of its rate, the particular multiple depending on the type of market. Dividing this multiple into the minimum revenues per station would then give the minimum rate for a station of this class, which would then be used to determine the minimum number of tv homes.

Table 2 shows the total revenues per tv family in various tv markets in 1953 and for the country as a whole, 1951-1954. Revenues per tv family do not fluctuate materially from year to year. A revenue per tv family in the neighborhood of $11 to $12 would seem to be fairly characteristic of the country as a whole. An upper limit of $16 revenue per tv family certainly seems to be conservative for markets with three or more stations. This upper limit was therefore used in the determination of the minimum number of tv homes for such markets. This upper limit in revenue per tv home will then yield a lower limit of the minimum number of tv homes required.

In a four-station market, if each station is to earn a minimum of $500,000 the minimum aggregate revenues of all four stations would be $2 million. At a maximum revenue per tv family of $16 this would mean a minimum

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TV ECONOMIST

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	Four Station Markets	Three Station Markets	Two Station Markets	One Station Markets	Total
Minimum Revenues per Station	$500,000	$400,000	$300,000	$200,000[1]	
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Minimum Total Homes per M'kt.	139,000	83,000	50,000	22,000	
Minimum Hourly Rate (A)	$440	$290	$190	$100	
Number of Markets	78	30	57	52	217[2]
Number of Stations	332[3]	90	114	52	588

*Subject to revision on the basis of forthcoming data.

[1] Eventually lower budgeted (possibly satellite) stations may be economical in smaller markets, possibly down to 12,000 total homes. There were 39 markets with channels applied for in mid-1953 with more than 12,000 but less than 22,000 homes within 50 miles but not within 50 miles of a larger station. Only 20 of these have more than 12,000 homes within 75 miles but not within 75 miles of a larger station. In addition there may be, as a rough guess, as many as 60 markets in prospectively unserved areas which would have 12,000 families within range of a vhf station.

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TABLE 2

Tv Station Revenues Related to Tv Families, 1951-1954

Tv Markets	No. of Tv Stations[1]	Total Revenues[2] (millions)	Tv Families July 1[3] (000's)	Revenues Per Family ($)
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Atlanta	3	3.2	296	10.79
Dayton	2	3.2	234	13.46
Louisville	2	3.0	206	14.41
Washington	4	5.7	493	11.52
Oklahoma City	1	2.2	130	16.73
Denver	3	2.0	135	15.07
Norfolk-Portsmouth	2	1.7	182	9.10
Phoenix	2	1.3	58	22.53
Albuquerque	3	0.5	13	36.64
Columbia, S. C.	3	0.2	—[6]	—[6]
Total 26 Mkts.	81	182.2	17,304	10.53
195 Mkts.[7]	179	89.2	7,341	12.15
221 Mkts.	260	271.3	24,645	11.01

SOURCE: Stations and Revenues, FCC; Families, CBS Television Research.

[1] Excludes stations with less than $25,000 time sales.

[2] Time sales less commissions plus talent and program material sales. Stations with less than $25,000 time sales included, but insignificant.

[3] Unduplicated.

[4] Counting stations with less than $25,000 time sales.

[5] Estimated by CBS-Ec/A on basis of preliminary data.

[6] Insignificant number of tv families, July 1, 1953.

[7] One and two station markets.

TABLE 5

Comparison of Number of Vhf Stations Actually on Air, Oct. 1, 1954 With Number Theoretically Supportable

Number of Stations Market Can Support	According To Theory		Markets With Vhf Stations Actually on Air, Oct. 1, 1955: With No More Stations Than Supportable		With More Stations Than Supportable		Total Excess Stations
In Theory	Markets	Stations	Markets	Stations	Markets	Stations	
Four or more	78	332	69	143	2	14	2-4
Three	30	90	25	37	0	0	0
Two	57	114	18	22	1	3	1
One	52	52	16	16	4	9	5
None					10	10	10
Totals	217	588	128	218	17	36	18-20

TABLE 3

Analysis of Vhf Dropouts in Light of Theory

Market, Channel Dropped, Date	Prospective Vhf Stations[1] After Dropout	Prospective Vhf Stations[1] July 2, 1955	Number of Vhf Stations Market—Can Support in Theory[2]	Number of Vhf Stations Market—Couldn't Support In Fact[3]
CPs Dropped After Going on Air				
Boise-Nampa, Idaho (Ch. 6, 8-53)	3	2	2	4[4]
Colorado Springs—Pueblo (Ch. 3, 4-54)	3	3	2	4
Lincoln, Neb. (Ch. 10, 3-54)[5]	1	1	2	2
Butte, Mont. (Ch. 4, 3-54)	1	1	1	2
CPs Dropped Before Going on Air				
Lubbock, Tex. (Ch. 5, 12-54)	2	2	2-3	3
El Paso, Tex.[6] (Ch. 13, 12-53)[7]	2	3	2	3[7]
Boise-Nampa, Idaho (Ch. 9-6, 10-54)[8]	2	2	2	3
St. Cloud, Minn. (Ch. 7, 12-53)	0	0	2	1
Amarillo, Tex. (Ch. 7, 1-55)	2	2	1-2	3
Midland-Odessa, Tex. (Ch. 2, 5-53)[7]	1	2	1-2	2[7]
Tucson, Ariz. (Ch. 9, 9-53)[7]	2	3	1-2	3[7]
Idaho Falls, Idaho (Ch. 8, 10-54)	1	1	1	2
Billings, Mont. (Ch. 8, 2-54)	1	1	1	2
Minot, N. D. (Ch. 10, 9-53)	1	1	1	2
San Angelo, Tex. (Ch. 3, 3-53)	1	1	1	2
Great Falls, Mont. (Ch. 3, 1-54)	1	1	0-1	2
Bismarck, N. D. (Ch. 12, 9-53)[9]	1	1	0-1	2[9]
Rapid City, S. D. (Ch. 7, 9-54)	1	1	0-1	2
Santa Fe, N. M. (Ch. 2, 11-53)	0	0	0-1	1
Pocatello, Idaho (Ch. 10, 10-54)	0	0	0	1
Provo, Utah (Ch. 11, 2-55)	0	0	0	1
Casper, Wyo. (Ch. 2, 7-54)	0	0	0	1
Hot Springs, Ark. (Ch. 9, 12-54)	0	0	0	1
Clovis, N. M. (Ch. 12, 3-54)	0	0	0	1
Lufkin, Tex. (Ch. 9, 6-54)[9]	0	0	0	1[9]

SOURCE—Stations on air and dropouts: *Tv factbook No. 20* and Addenda A-Y. Theoretical number of channels: CBS-Ec/A based on criteria shown in table, *How Many Television Stations Can the United States Support Economically?*

[1] Includes cps plus channels applied for; satellites excluded. There are no prospective uhf stations in markets in which vhf channels were dropped.

[2] Lower of hyphenated numbers based on 50-mile coverage, higher on 75-mile.

[3] At dropout date. Subsequent applications, where indicated, suggest new applicants' hope that some dropped channels may be economic, sometimes as satellite.

[4] See below for subsequent indication that Boise-Nampa couldn't support 3 stations.

[5] KOLN-TV shifted from ch. 12 to ch. 10 with ch. 12 going to non-commercial station.

[6] Juarez, Mexico, ch. 5, not taken into account.

[7] Dropped channel later applied for.

[8] Ch. 9 dropped 3-54 to pick up ch. 6 cp, which was, in turn, dropped 10-54.

[9] Dropped channel later applied for as satellite.

TABLE 4

Distribution of U. S. Families According to Number of Stations Serving Their Markets[1]

(Assuming All Economically Supportable Stations To Be Operating)

Number of Stations In Market	Number of Markets[2]	Number of Stations	Percent of U. S. Families Served: Empirical Basis[3]	Theoretical Basis: 75 Miles[4]	Theoretical Basis: Total[5]
4 or more	78	332[6]	79.2%	78.5%	79.2%
3 or more	108	422	86.4%	85.7%	86.6%
2 or more	165	536		91.6%	93.4%
1 or more					
No Satellites	217	588		94.6%	97.2%
40 Satellites	257	628		95.6%	99.2%
70 Satellites	287	658		95.7%	99.7%

[1] Families served by stations in more than one market are counted in the largest market that serves them. Stations serving them from other markets are, accordingly, not counted.

[2] A market may contain more than one community as classified by the FCC in channel allocation.

[3] Service areas as defined in CBS pamphlet, *CBS Television's Criteria in Affiliation Actions*, Dec. 21, 1954, p. 8. Full power assumed.

[4] Total families within 75 miles.

[5] Total families of preceding column plus families beyond 75 miles but not closer to any other potential market, larger or smaller.

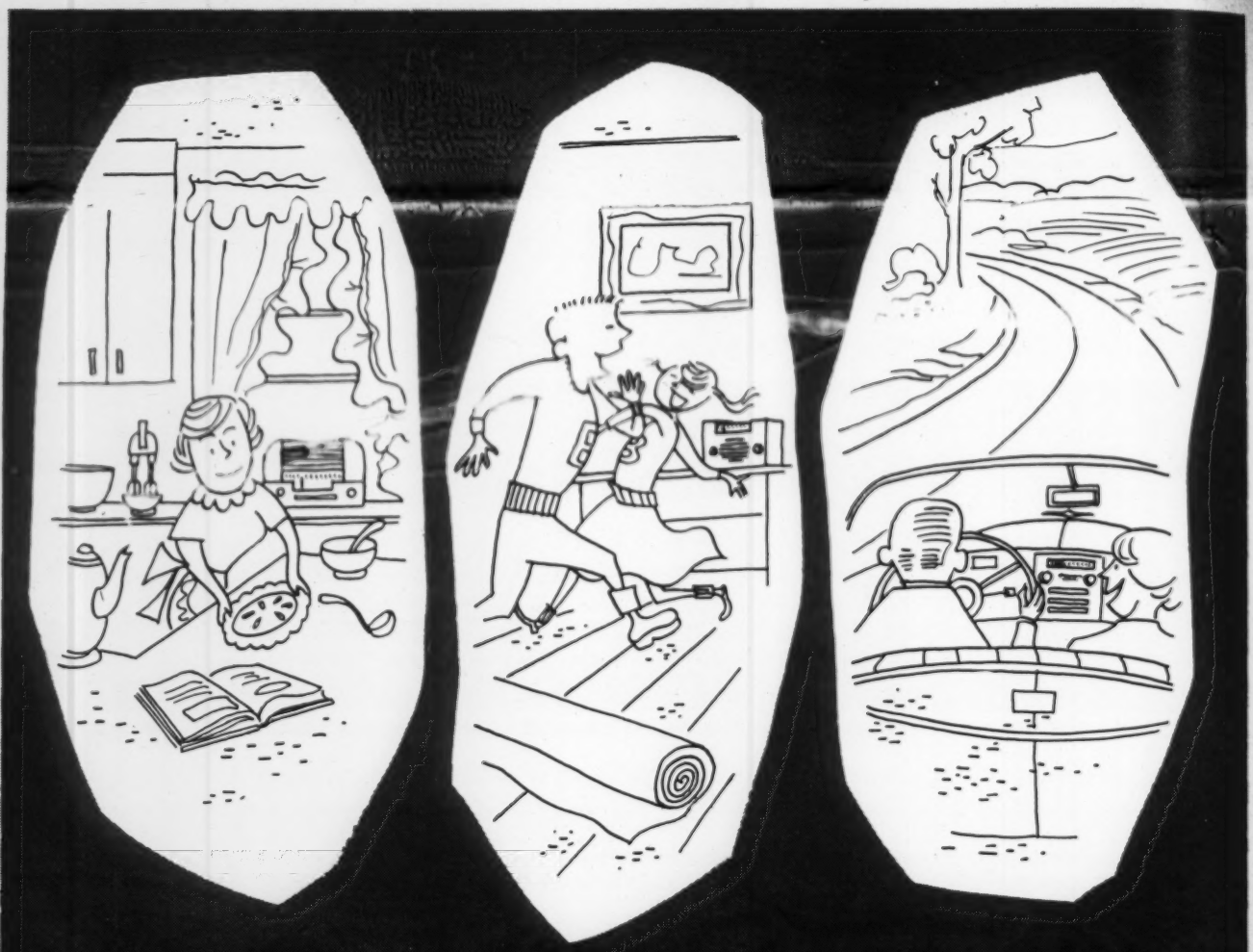
[6] Including 20 stations allowed for stations in excess of four per market.

Note on Definition of Market and Service in Table 4

In Table 4, two different bases of market measurement were used, the empirical and the theoretical respectively. The empirical method depends principally on engineering contours (100uv/m for low band, 316uv/m for high band, vhf stations). It yields service areas for leading markets substantially smaller than the service areas indicated by audience and set ownership surveys to date. But this reduction is appropriate because stations have appeared since those surveys, or are scheduled to appear, closer to the fringe portions of the leading markets. These new stations can, accordingly, be expected to cut into the fringes of the leading markets.

The basis of market measurement labelled theoretical in Table 4 consists of circles drawn on the market centers. A theoretical basis using a 75 mile circle, when applied to the 108 leading markets, seems to understate the empirical basis, which, in turn, was more conservative than audience or ownership surveys. An upper limit can be obtained in the form of the theoretical basis labelled "*Total*". This adds to the families within 75 miles of a station point any families beyond 75 miles closer to this station

(This note continued on page 30)



More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

(Source): Nielsen coverage service.

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

BROADCASTING TELECASTING

October 17, 1955 Vol. 49, No. 16

CBS SAYS U.S. TV LIMIT IS 600 HEALTHY STATIONS

No matter how the FCC tinkers with its television allocations, the number of stations which can exist in the U. S. will be determined by the ability of U. S. advertising to provide revenue for tv. By the most generous estimate, not more than 600 stations can operate successfully under present economic conditions.

That is the gist of an exhaustive economic analysis which CBS quietly has submitted to FCC commissioners, B•T learned last week. The analysis was prepared by Sidney S. Alexander, CBS Inc. economic advisor since 1952.

Now and in the immediate future, Mr. Alexander says, more than two-thirds of the some 1,800 channels allocated by the FCC are destined to remain unused or to be occupied by stations with dismal if not hopeless futures. In the long run station operating costs may decline and advertising revenues — particularly from local sources—may rise, enabling more stations to be supported.

But for the next few years at least, 600 stations—plus satellites perhaps—are the outside maximum. Mr. Alexander says that, properly distributed, those 600 could provide a nationwide multi-service tv system. "About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites," he concludes, "and the use of satellites, probably economic, can push this figure fairly close to 100%."

Mr. Alexander's analysis was given to commissioners during a conference with CBS executives, headed by Frank Stanton, president, Oct. 6. At that time CBS formally presented two engineering plans to correct present inequities in tv allocations, one involving the use of uhf and the other the abandonment of uhf and the use of additional vhf space obtained from fm and government-military services [B•T, Oct. 10]. The economic study was presented independently of the engineering plans.

B•T has been able to obtain a complete copy of Mr. Alexander's memorandum. Here is the text:

Summary

THE attached study is an attempt to infer, from the present and projected future economics of television, how many television stations the country can support. It abstracts completely from spectrum limitations, and assumes that vhf channels are available for all the stations that could operate in the black if they had vhf channels.

The study ignores the uhf problem in order to help put that problem into perspective. For it indicates that, with present economic factors appraised so as to yield an upper limit of the number of economically supportable stations, only about 600 of the over 1,800 channels allocated by the FCC can be economically supported as program originating stations under the conditions likely to hold over the next few years. That means that the great bulk of the unsuccessful, or unapplied for, uhf channels could not be successfully operated as program originating stations now or in the near future, even if they were, by some miracle, transformed into vhf channels.

The analysis also implies that a much smaller, but substantial, number of vhf channels are not likely to be commercially operable under the present conditions.

In the long-run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in television. The first results of these tendencies will be the extension of the range of profitable station opportunities into smaller and smaller markets. It may take somewhat longer, however, before a strain of television stations is developed that can thrive in the shade of neighboring large-city stations. It is this latter development which is necessary to transform most of the present uneconomic channels into supportable ones, since most of the uneconomic channels are in "overshadowed" markets, served by stations in nearby larger markets.

Even at the present stage of television station economics, however, there is the basis of a nationwide multi-service system of television broadcasting. About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites, and the use of satellites, probably economic, can push this figure fairly close to 100%.

THE FOLLOWING analysis indicates that, even if there were no limitations imposed by the spectrum, the United States could economically

support only about 600 program originating television stations, plus a large number of satellite stations. Actually, the indicated number of originating stations is 588, arrived at by counting the number of television markets in the country greater than the minimum size necessary to support any specified number of stations up to four per market.[1]

Table 1 shows the number of markets in which specified numbers of stations can be supported, as well as the minimum revenues per station, the number of tv homes, the minimum total homes, and the minimum station rate for each class of market. How these minima were determined is indicated in detail below. The general procedure was to start from the most reasonable assumption as to the minimum revenues required to support a station in each class of market. Then the minimum number of tv homes that could be expected to support each of these levels of revenues was estimated. From the number of tv homes, the total number of homes was estimated on the assumption of 90% saturation. Similarly, the minimum hourly rate for each class of market was estimated on the basis of the minimum number of tv homes for that class of market.

This analysis must be tentative because a large number of the important assumptions have been roughly estimated. So few of the larger television markets have been assigned as many stations as they can economically support that the experience to date cannot furnish a clear indication of where the margin of profitability lies for any number of stations. I am reasonably confident, however, that although some of the assumptions I have used will eventually have to be changed, the net effect of the required changes on the estimated number of stations that the country can support is likely to be small. Only if the fundamental assumption is false, namely that there is not room for a station in a smaller community that is well covered by stations in nearby larger communities, could the figures be seriously in error. It is my impression that the evidence to date supports that fundamental assumption. If, sometime in the future, it should prove economic to operate stations in "overshadowed" markets, then the estimates in this paper will have to be revised sharply upward.

It is interesting to note that a study made on a completely different basis by Peter R. Levin [BROADCASTING • TELECASTING, April 27, 1953, pp. 102-107] indicates that a minimum of 517 stations can be supported. Levin used the retail sales in a station's city and home county as a measure of its ability to support a specified number of television stations.

Bases of the Estimates

Estimates Are High Rather Than Low

It was attempted to make these estimates conservative. In view of the fact that the results seem to show economic room for far fewer than the approximately 1,838 commercial stations for which channels have been allocated in the continental U. S., conservatism in this case implied a preference for those assumptions, within the probable range of the unknowns, which lead to a high rather than a low number of stations. In particular, the minimum revenues per station were assumed somewhat below levels suggested by experience to date, and the revenues per set were assumed at the upper end of the range of experience to date.

Minimum Revenues Per Station

The assumptions made in this study concerning the minimum revenues required to support a station in each type of market are highly impressionistic. Forthcoming data from the FCC will presumably provide a firmer basis for estimating the minimum revenues required. All the evidence I have seen, however, convinces me that these minimum revenues are probably set low rather than high, so that the figure of 588 economically supportable stations excluding satellites is probably an upper limit.

SINGLE-STATION MARKETS. FCC tabulations for the first three months of 1954[2] indicate that the lowest expenses for profitable stations averaged about $25,000 a month or $300,000 a year. On the other hand, one group of eight unprofitable uhf stations, in cities under 100,000 population, had average operating expenses of about $19,500 per month. It is likely that in order to earn profits these stations would have had to increase their volume of business, and thereby their expenses. The above facts suggest, in the absence of further evidence, that annual expenses of at least $200,000 are required, on the average, to support a station in a marginal single-station market. Lower revenues would, of course, support a satellite station.

TWO-STATION MARKETS. For a two-station market, a level of revenues per station of $300,000 a year seems conservative, since it is below the average revenues found profitable by any group of stations in the FCC survey covering the first three months of 1954.

The conservative nature of the $300,000 minimum revenues per station for two-station markets is shown by the fact that this would imply that Lincoln, Neb., could support two vhf stations while experience has shown that it could not do so, in that one of its two commercial vhf's has gone off the air. Even a single station may not have an easy time in a market of that size. As indicated in Table 3, *Analysis of Vhf Dropouts in Light of Theory*, vhf or cp dropouts in Butte and Billings, Mont.; Idaho Falls, Idaho; San Angelo, Tex., and Minot, N. D., also tend to confirm the criteria used to distinguish two-station markets from one-station markets.

THREE-STATION MARKETS. Similar considerations led to the assumption of minimum revenues of $400,000 for a three-station market. The one pre-freeze station in a three-station market that reported a loss in 1953 had revenues in excess of $500,000. (Inferred from Tables 7c and 7e of FCC *Final Tv Broadcast Financial Data—1953.*) At least one, and probably both of the two stations in a three-station market that reported losses in 1952 had broadcast revenues over $500,000. A $400,000 minimum revenue for profitable operation in a three-station market would seem conservative.

FOUR-STATION MARKETS. Of the pre-freeze tv stations in 1953, the two smallest, presumably in single-station markets, had average total expenses of about $500,000 each. It is hard to believe that a station could be competitive in a four-station market with total expenses smaller than all but two of the pre-freeze stations, in 1953.

One station which has been pointed out as a success story of an independent station surviving in a four-station market is KTVW (TV) Tacoma, Wash. That station has recently been reported as in the black with revenues exceeding $50,000 per month [BROADCASTING-TELECASTING, June 20, 1955, p. 5]. This lends support to the assumption that something around $500,000 is the minimum revenue for profitable operation in a four-station market. The Seattle-Tacoma market has almost four times as many homes as are assumed in this analysis to be necessary to support four stations.

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Cincinnati	3	5.4	365	14.87
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Milwaukee	3	4.0	353	11.41
Columbus, Ohio	3	3.8	264	14.37
Kansas City	3	3.3	309	10.65
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Louisville	2	3.0	206	14.41
Washington	4	5.7	493	11.52
Oklahoma City	1	2.2	130	16.73
Denver	3	2.0	135	15.07
Norfolk-Portsmouth	2	1.7	182	9.10
Phoenix	2	1.3	58	22.53
Albuquerque	3	0.5	13	36.64
Columbia, S. C.	3	0.2	—[6]	—[6]
Total 26 Mkts.	81	182.2	17,304	10.53
195 Mkts.[7]	179	89.2	7,341	12.15
221 Mkts.	260	271.3	24,645	11.01

SOURCE: Stations and Revenues, FCC; Families, CBS Television Research.
[1] Excludes stations with less than $25,000 time sales.
[2] Time sales less commissions plus talent and program material sales. Stations with less than $25,000 time sales included, but insignificant.
[3] Unduplicated.
[4] Counting stations with less than $25,000 time sales.
[5] Estimated by CBS-Ec/A on basis of preliminary data.
[6] Insignificant number of tv families, July 1, 1953.
[7] One and two station markets.

TABLE 5

Comparison of Number of Vhf Stations Actually on Air, Oct. 1, 1954 With Number Theoretically Supportable

Number of Stations Market Can Support	According To Theory		Markets With Vhf Stations Actually on Air, Oct. 1, 1955				
			With No More Stations Than Supportable		With More Stations Than Supportable		Total Excess Stations
In Theory	Markets	Stations	Markets	Stations	Markets	Stations	
Four or more	78	332	69	143	2	14	2-4
Three	30	90	25	37	0	0	0
Two	57	114	18	22	1	3	1
One	52	52	16	16	4	9	5
None					10	10	10
Totals	217	588	128	218	17	36	18-20

TABLE 3

Analysis of Vhf Dropouts in Light of Theory

Market, Channel Dropped, Date	Prospective Vhf Stations[1] After Dropout	Prospective Vhf Stations[1] July 2, 1955	Number of Vhf Stations Market— Can Support in Theory[2]	Number of Vhf Stations Market— Couldn't Support In Fact[3]
CPs Dropped After Going on Air				
Boise-Nampa, Idaho (Ch. 6, 8-53)	3	2	2	4[4]
Colorado Springs—Pueblo (Ch. 3, 4-54)	3	3	2	4
Lincoln, Neb. (Ch. 10, 3-54)[5]	1	1	2	2
Butte, Mont. (Ch. 4, 3-54)	1	1	1	2
CPs Dropped Before Going on Air				
Lubbock, Tex. (Ch. 5, 12-54)	2	2	2-3	3
El Paso, Tex.[6] (Ch. 13, 12-53)[7]	2	3	2	3[7]
Boise-Nampa, Idaho (Ch. 9-6, 10-54)[8]	2	2	2	3
St. Cloud, Minn. (Ch. 7, 12-53)	0	0	2	1
Amarillo, Tex. (Ch. 7, 1-55)	2	2	1-2	3
Midland-Odessa, Tex. (Ch. 2, 5-53)[7]	1	2	1-2	2[7]
Tucson, Ariz. (Ch. 9, 9-53)[7]	2	3	1-2	3[7]
Idaho Falls, Idaho (Ch. 8, 10-54)	1	1	1	2
Billings, Mont. (Ch. 8, 2-54)	1	1	1	2
Minot, N. D. (Ch. 10, 9-53)	1	1	1	2
San Angelo, Tex. (Ch. 3, 3-53)	1	1	1	2
Great Falls, Mont. (Ch. 3, 1-54)	1	1	0-1	2
Bismarck, N. D. (Ch. 12, 9-53)[9]	1	1	0-1	2[9]
Rapid City, S. D. (Ch. 7, 9-54)	1	1	0-1	2
Santa Fe, N. M. (Ch. 2, 11-53)	0	0	0-1	1
Pocatello, Idaho (Ch. 10, 10-54)	0	0	0	1
Provo, Utah (Ch. 11, 2-55)	0	0	0	1
Casper, Wyo. (Ch. 2, 7-54)	0	0	0	1
Hot Springs, Ark. (Ch. 9, 12-54)	0	0	0	1
Clovis, N. M. (Ch. 12, 3-54)	0	0	0	1
Lufkin, Tex. (Ch. 9, 6-54)[9]	0	0	0	1[9]

SOURCE—Stations on air and dropouts: *Tv factbook No. 20* and Addenda A-Y. Theoretical number of channels: CBS-Ec/A based on criteria shown in table, *How Many Television Stations Can the United States Support Economically?*
[1] Includes cps plus channels applied for; satellites excluded. There are no prospective uhf stations in markets in which vhf channels were dropped.
[2] Lower of hyphenated numbers based on 50-mile coverage, higher on 75-mile.
[3] At dropout date. Subsequent applications, where indicated, suggest new applicants' hope that some dropped channels may be economic, sometimes as satellite.
[4] See below for subsequent indication that Boise-Nampa couldn't support 3 stations.
[5] KOLN-TV shifted from ch. 12 to ch. 10 with ch. 12 going to non-commercial station.
[6] Juarez, Mexico, ch. 5, not taken into account.
[7] Dropped channel later applied for.
[8] Ch. 9 dropped 3-54 to pick up ch. 6 cp, which was, in turn, dropped 10-54.
[9] Dropped channel later applied for as satellite.

TABLE 4

Distribution of U. S. Families According to Number of Stations Serving Their Markets[1]

(Assuming All Economically Supportable Stations To Be Operating)

Number of Stations In Market	Number of Markets[2]	Number of Stations	Percent of U. S. Families Served Empirical Basis[3]	Theoretical Basis 75 Miles[4]	Theoretical Basis Total[5]
4 or more	78	332[6]	79.2%	78.5%	79.2%
3 or more	108	422	86.4%	85.7%	86.6%
2 or more	165	536		91.6%	93.4%
1 or more					
No Satellites	217	588		94.6%	97.2%
40 Satellites	257	628		95.6%	99.2%
70 Satellites	287	658		95.7%	99.7%

[1] Families served by stations in more than one market are counted in the largest market that serves them. Stations serving them from other markets are, accordingly, not counted.
[2] A market may contain more than one community as classified by the FCC in channel allocation.
[3] Service areas as defined in CBS pamphlet, *CBS Television's Criteria in Affiliation Actions*, Dec. 21, 1954, p. 8. Full power assumed.
[4] Total families within 75 miles.
[5] Total families of preceding column plus families beyond 75 miles but not closer to any other potential market, larger or smaller.
[6] Including 20 stations allowed for stations in excess of four per market.

Note on Definition of Market and Service in Table 4

In Table 4, two different bases of market measurement were used, the empirical and the theoretical respectively. The empirical method depends principally on engineering contours (100uv/m for low band, 316uv/m for high band, vhf stations). It yields service areas for leading markets substantially smaller than the service areas indicated by audience and set ownership surveys to date. But this reduction is appropriate because stations have appeared since those surveys, or are scheduled to appear, closer to the fringe portions of the leading markets. These new stations can, accordingly, be expected to cut into the fringes of the leading markets.

The basis of market measurement labelled theoretical in Table 4 consists of circles drawn on the market centers. A theoretical basis using a 75 mile circle, when applied to the 108 leading markets, seems to understate the empirical basis, which, in turn, was more conservative than audience or ownership surveys. An upper limit can be obtained in the form of the theoretical basis labelled "Total". This adds to the families within 75 miles of a station point any families beyond 75 miles closer to this station

(This note continued on page 30)

(Note continued from Table 4, page 29)
point than to any other station point, in a larger or smaller market. For the first 108 markets, this basis yields only slightly higher figures than the 75 mile theoretical basis, because the station points in almost all these large markets are less than 150 miles away, on all sides, from station points in other large markets.

Only for the small markets are there significant differences in the figures yielded by the two bases. For these small markets, even a 75 mile basis is possibly too large. If it is assumed that a 50 mile radius of coverage is all that could be expected of these smaller markets, the figures given in Table 4 would be moderately reduced. In fact, however, an empirical study of the coverage of the actual and prospective stations in the United States, whose coverage would be congruent with that of the 257 markets labelled "1 or more, 40 satellites" in Table 4 indicates that 97.3% of U.S. families live in the potential service areas of stations in these markets, 96.5% already being served. It seems, therefore, that the best estimate of coverage including the smaller markets is close to the average of the last two columns of Table 4.

number of tv homes of 125,000. On the assumption of 90% saturation, this would imply a minimum number of total homes of 139,000 to support four stations in a market.

Similar reasoning indicates 83,000 as the minimum total homes figure for a three-station market.

Revenues of $16 per tv family would probably be exorbitant for a two-station market. For a more reasonable upper limit of revenues for a two-station market we may start with the fact that in 1953 the median ratio of net time sales revenues to hourly nighttime station rate for two-station markets was 1,620. This ratio of net time sales to rate suggests that a ratio of total revenues to rate of 1,600 can be regarded as an upper limit for small two-station markets in the future since the two-station markets actually operating in 1953 were considerably larger and more prosperous than the minimum two-station market of the future. If now we assume that in a marginal two-station market where the minimum revenues per station are $300,000, these revenues are about 1,600 times the hourly rate, the minimum nighttime hourly rate for each station would be about $190. This corresponds to about 45,000 television homes or about 50,000 total homes in the market.

Similar logic applied to single-station markets would imply an upper limit of the ratio of revenues to rate for single-station markets of about 2,000. For communities under 250,000 population, the median ratio of net time sales to rate for such single-station markets in 1953 was 1,840. Assuming that the minimum level of expenses on which a station in a one-station market could operate without loss is $200,000 a year, that would set about $100 as the minimum nighttime hourly rate in a single-station market. This corresponds to 20,000 tv homes or a total of 22,000 homes in the market, assuming 90% saturation. The same number of tv homes would be arrived at if we assumed that tv station revenues of about $10 per tv home are characteristic of single-station markets.

Smaller markets can presumably be served by satellites whose annual operating costs may range from $25,000 to $50,000 with higher figures as filmed programs are added to purely satellite operation.[3]

Number of Markets.

Once the criterion for the minimum total number of homes in a market for any specified number of stations has been determined, as in the previous section, the determination of the number of markets that would fall into that class depends only on a listing of the markets in the country according to the unduplicated homes in their service areas. If this list is arranged in descending order of the number of families in the service area of the station points we find that 78 television markets contain 139,000 homes or more and therefore qualify for four-station markets. An additional 30 markets have more than 83,000 homes, but less than 139,000 and so qualify for three-station markets. Another 57 markets have more than 50,000 but less than 83,000 and thus qualify for two-station markets. Finally, 52 more markets have more than 22,000 homes but less than 50,000 and so qualify for single-station markets. It must be noted that these television markets are defined by roughly estimated contours, sometimes over 60 miles in radius, so that one television market may include several markets in the ordinary sense used in marketing literature. Similarly, one television market may include several communities treated separately by the FCC from the point of view of channel allocation.

The number of markets which could support three or more stations was derived from a list whose ranks were based on engineering contours.[4] In compiling the list of smaller markets, those deemed capable of supporting only one or two stations, it was assumed that the service area of a station is 50 miles. In fact vhf stations in leading markets have service areas that go considerably beyond 50 miles. If account were taken of this fact, the number of two and one station markets would be significantly reduced as the enlarged boundaries of the larger markets would eat into the territories of the smaller ones. These smaller markets were assumed to cover all homes in a 50 mile radius not within 50 miles of a station in a larger market. As a result, from one-quarter to one-third of the homes credited to the one and two station markets are within the outer reaches of the three and four station markets. This fact works in the same direction as the other assumptions made in this study, yielding a high rather than a low figure for the number of stations that can be supported.

The Effect of Network Inequality.

The above analysis implicitly assumes that there is no significant effect of inequality in network competitive strength on the number of stations that the country can support. Actually if, as at present, the networks should be unequal in their competitive strength, somewhat fewer stations could be supported, for it has been assumed that in the marginal markets the stations divide the available revenues equally. Should they, largely because of the inequality of the competitive strength of the respective networks, come to divide the revenue unequally, then the minimum size of market that could support any specified number of stations would have to be raised. As a result, there might no longer be room for four networks to function efficiently. There might accordingly be a substantial reduction in the number of four-station markets. The reduction in the number of three-station markets could be expected to be much less significant. An upper limit of the reduction resulting from network inequality can probably be put at about 78. The reduction would almost certainly be smaller, so that if we take account of network inequality the country could support something in the neighborhood of 513 to 550 originating stations, plus satellites.

Coverage of Economically Supportable Stations.

Table 4 shows the estimated percentage distribution of U. S. families according to the number of stations serving their market, on the assumption that only those stations estimated to be economically supportable are in fact operating.

Over 86% of the families in the United States live in markets estimated able to support three or more stations. About 95% to almost 100% live in markets that can support at least one service. The range between 95% and 100% depends in part on alternative assumptions as to coverage,[5] and in part on the extent to which satellites become economically supportable. It is successively assumed, in Table 4, for illustrative purposes, that there are to be no satellites, 40 satellites, and 70 satellites. It may be observed from the table that the first 40 satellites would bring television to a small increment of families, one or two percent of the U. S. total, but that small increment would constitute from one-fifth to two-thirds of the families unserved by the first 580 stations. Additional satellites would not bring in any substantial number of additional families, but, like stations in the "overshadowed" communities, they might substitute nearby for distant services.

Comparison of Theory With FCC Third Survey.

The FCC "Third Survey of Post-Freeze Television Stations" [Public Notice 23055, Aug. 19, 1955] appeared after the above estimates were formulated. It may serve as a useful check upon the theory underlying the estimates to compare the number of vhf stations "in excess" under that theory with the number of vhf stations that were unprofitable in 1954. The number of stations in excess within any market is equal to the number of vhf stations actually in the market minus the number that the market can support according to the theory underlying the estimates.

The results of this comparison are shown in Table 5. From that table it may be seen that there were at the date selected, Oct. 1, 1954, some 18 to 20 vhf stations in excess of the number that their markets could support in theory. Most of the larger markets, of course, have fewer vhf stations than they can support in theory, and therefore no stations in excess. Except for 2 - 4 stations in excess in New York and Los Angeles, almost all the excess stations are in those markets theoretically rated as capable of supporting one station or none.

The Third Survey indicates that there were 41 post-freeze vhf television stations with continuing losses through October 1954. If we add to these stations an allowance for about 13 pre-freeze vhf television stations that probably sustained losses in 1954, we get a total of 54 vhf television stations as the estimated number which sustained losses in 1954. According to Table 5, only 18 - 20 vhf stations are indicated to be in excess. Consequently, if most of the stations which lost money in 1954 and were continuing to lose through October 1954, are stations which are uneconomically situated, then our criteria have been unnecessarily severe. As a result, it can be inferred that possibly fewer than the 588 stations estimated to be economically supportable in the United States can actually be supported.

Even if a substantial allowance is made for the possibility that the situation of many vhf stations losing money in 1954 will improve, the general conclusion must remain valid that the theory which indicates that only 18 to 20 of the existing vhf stations are in excess is more likely to yield a high than a low estimate of the number of stations that can be supported.

Some Alternative Estimates.

It may be interesting to see how the estimate of the number of stations the country can sup-

[3] Based on license applications of 8 actual and proposed satellites as reported in *TV Factbook 20* and Addenda.

[4] For the definition of the boundaries of service areas used for the 108 largest markets see pamphlet, *CBS Television's Criteria in Affiliation Actions*, Dec. 21, 1954.

[5] See *Note on Definition of Market and Service in Table 4*, immediately following Table 4.

port would be altered if different assumptions were made as to the coverage patterns of stations and the corresponding size of markets.

It has been assumed that markets beyond the first 108 may be credited with the number of families within 50 miles of the market center but not within 50 miles of stations in larger markets. If, instead, it is assumed that these stations should be considered to cover all families within 75 miles not within 75 miles of stations higher on the list, the estimated number of economically supportable stations is reduced from 588 to 523.

If, on the other hand, even the first 108 markets are assumed, contrary to the present fact, to cover only those families within 50 miles of the stations, and this is assumed to be true also of stations in all the smaller markets, the country could be estimated to support 596 stations. In this case, however, the stations would cover about 88% of the U. S. population instead of the 95% theoretical service indicated in Table 4 for 588 stations.

Pushing this line of thought even further, suppose that station power should be so limited, or so much interference permitted, that each station could only be expected to have a 25 mile radius of coverage. Then, instead of increasing the number of stations the country can support, we find that this reduction decreases the number to 483. These 483 stations would cover only 65% of the families in the United States.

Thus, we see that the maximum number of stations that can be supported in the country is something of the order of 600, based on the assumption that station coverage is in the general range of a 50 mile to 75 mile radius. Larger or smaller radii of coverage would lead to fewer economically supportable stations. Larger radii permit fewer stations to cover a given area, and shorter radii reduce the number of market centers that can support a station. That is, many market centers which can support a station with a 50 mile radius of coverage can no longer support one with a 25 mile radius of coverage. It may, accordingly, be concluded that the number of 600 stations stands as an upper limit of the number of stations the country can support economically irrespective of changes in the power or the frequencies allowed to stations. If the power is to be reduced, or uhf to be generally adopted, while more stations would be needed to cover the country, fewer could be supported economically.

In order to get a clear upper limit of the number of stations the country can support, we may define coverage estimated on a "most favorable" basis as the higher of two alternative measures of coverage. The first is the number of families within 50 miles of the station and not within 50 miles of any station higher on the list, and the second is the number of families within 75 miles of the station and not within 75 miles of a station higher on the list. This definition then gives each station the best possible chance to get a high coverage figure. Based on this concept, using the minimum number of families for any given number of stations indicated in Table 1, it may be estimated that the country can support 628 program originating stations.

While these various alternative estimates have been somewhat fanciful in concept, they serve to illustrate the stability of the central estimate of about 600 stations as the number the country can support. That number can, apparently, be substantially increased only if a new situation should develop in which small communities can support stations even though they lie in the coverage area of stations in larger markets.

COCA-COLA'S $18 MILLION GOES TO McCANN-ERICKSON

- **Largest client switch in history takes place March 31**
- **Intensified campaign seen as D'Arcy dropped after 49 years**
- **M-E expected to have $194 million in billings by end of '56**

IN THE LARGEST change of client billing in advertising history, Coca-Cola Co., New York, effective March 31, transfers its estimated $18 million advertising budget to McCann-Erickson, breaking a 49-year-old association with the D'Arcy Agency.

The official reason for the move was the desire of Coca-Cola to further integrate international and domestic advertising. McCann-Erickson has been the agency in South America for the Coca-Cola Export Corp. for over 10 years. Disclosure of the termination of the association between D'Arcy and Coca-Cola was made in a joint statement Friday by William E. Robinson, President of the Coca-Cola Co. and Robert M. Ganger, chairman of the Board of The D'Arcy Agency.

The relationship between D'Arcy and Coca-Cola spanned almost a half century that marked the rise of a little known soft drink to the most widely known and purchased beverage in the world, the joint announcement stated.

"Naturally we regret the termination of this long association," Mr. Ganger said. "We are understandably proud, however, of our contributions to the amazing growth of Coca-Cola, which will reach an all time high this year."

Mr. Ganger said the acquisition of new business and the growth of present accounts during the last two years will more than offset the departure of the Coca-Cola account. He indicated that the D'Arcy current client roster is more diversified and better balanced than at any time in the agency's history.

Another reason for the move, reportedly, was the increased stride in sales that competitive soft drink firms such as Pepsi-Cola are making.

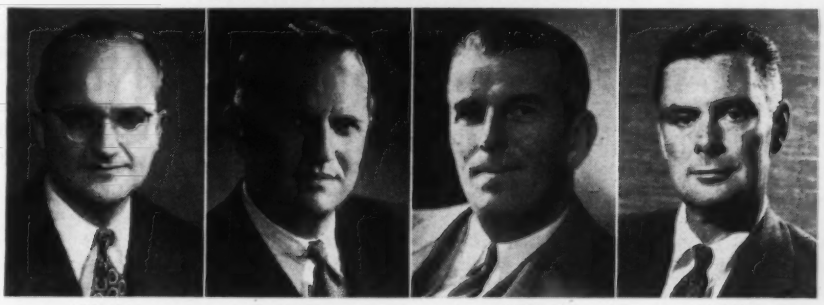
The newest acquisition of Coca-Cola marks McCann-Erickson as the fastest growing agency during the past three years among the top four agencies (J. Walter Thompson, Young & Rubicam & BBDO). The agency which billed approximately $133 million at the end of 1954 will bill nearly $176 million by the end of 1955, and is expected, with the addition of the Coca-Cola budget, to bill $194 million by the end of next year.

In a succession of appointments within the past year alone McCann-Erickson gained the following accounts: Bulova Watch Co., with an estimated billing of $6½ million; Westinghouse (consumer products) approximately $10 million, added to the Westinghouse Electric Corp. which the agency had been servicing; Mennen Co., $3 million budget; Vickers-Armstrong Ltd., a billing of $750,000; Lehn & Fink (including the Dorothy Gray Division) with an estimated $3½ million; The Nestle Co.'s cookies and instant coffee (added to the portion of Nestle's already handled by M-E) with a reported $2½ million; Humble Oil & Refining, Houston, estimated at $2 million; Swift & Co., approximately $7 million, an estimated $8 million in accounts including Esso Standard Oil Co., acquired when McCann-Erickson took over the Marschalk & Pratt Agency.

The agency's television and radio department, which billed approximately $46 million at the end of 1954 [B•T, Dec. 20, 1954] will bill $63 million by the end of 1955 ($40 million in network and the remainder in spots). By the end of 1956, the television and radio department expects to bill an estimated $80 million, almost doubling the billing of 1954, with 90% of that budget designated for television and the rest to radio.. An approximately equal amount will be spent in network and spot.

The speedy growth of the agency within the past few years is attributed to Marion Harper Jr., president of M-E, and his team of experts which includes Emerson Foot, executive vice president in charge of new business; Robert Healy, executive vice president in charge of operations, and Terrence Clyne, vice president in charge of radio and television and a member of M-E's plans board. Also an integral part of the "team" are H. K. McCann, chairman of the board; Harrison Atwood, vice chairman of the board and head of the finance committee; Wilbert G. Stilson, vice president and treasurer; C. A. Posey, senior vice president John H. Tinker, senior vice president and creative head, H. Q. Haus, senior vice president on the west coast and Donald B. Armstrong vice president

THE McCANN-ERICKSON BACKFIELD



HARPER FOOTE HEALY CLYNE

THESE FOUR are running the plays which will put McCann-Erickson $61 million ahead of its 1954 billings by the end of next year. The Coca-Cola acquisition makes M-E the fastest growing of top four agencies during last three years.

and research director among many others.

The 39-year-old Mr. Harper became president of McCann-Erickson in December 1948, nine years after he joined the agency as an office boy-trainee. After promoton from his duties as office boy, he entered the agency's research department, where he successively held the posts of manager of copy research, director of research and vice president in charge of research and merchandising.

Mr. Harper in 1946 was elected a director of the company and in May 1947, became assistant to the president and a member of the executive committee supervising the agency's planning.

In 1950, Mr. Harper was awarded The Young Men's Board of Trade Inc. distinguished service award in recognition of his achievements as the outstanding young business and civic leader in New York City.

The 49-year-old Emerson Foote joined the agency in 1951 as a vice president and director and was elected executive vice president in 1952. Previously Mr. Foote had been one of the founders and president of Foote, Cone & Belding when the company purchased the assets of Lord & Thomas. Before that Mr. Foote was executive vice president of Lord & Thomas. In 1953 he was awarded the Clement Cleveland Medal for cancer work.

Robert E. Healy, 51, joined the agency in 1952 as a vice president and treasurer. He was appointed in successive years to the executive committee, general manager of the New York office, chairman of the operations committee and last July was elected executive vice president. Before he joined the agency, he was vice president in charge of advertising for Colgate-Palmolive Co. and before that, assistant to the vice president in charge of sales promotion for Johns-Manville Corp.

The 48-year-old Mr. Clyne joined McCann-Erickson last Jan. 1 as a vice president and account supervisor, later becoming vice president in charge of the radio and television department and member of the plans board.

Prior to M-E, Mr. Clyne was vice president in charge of radio and tv and a director of the company as well as account supervisor of the Bulova Watch account for Biow (Biow-Beirn-Toigo). Bulova preceded Mr. Clyne by several months in its move to McCann-Erickson. Mr. Clyne was with the Biow Co. from 1946 to 1954. Prior to 1946 he was with Free & Peters, Halsey Stewart, and Merrill Lynch, Pierce, Fenner & Beane.

McCann-Erickson Inc., the present company, came into existence in 1930 as the result of a merger of the H. K. McCann Co., founded in 1912, and the A. W. Erickson Co., founded in 1901.

The number of offices that McCann-Erickson now has totals 32 around the world with 11 in the United States. The company developed the offices by following the flag of Standard Oil, one of its earliest clients. For example, in 1927 at the request of Standard Oil Co. of New Jersey, Mr. McCann went to Europe and opened up offices in Paris, London and Frankfurt.

At the time of the merger in 1930, it was estimated that the billing for McCann-Erickson was about $20 million. Today, the agency which Mr. McCann and Mr. Erickson (who died in 1936) formed and built, employs nearly 2,500 persons in the U. S. and 3,600 world wide.

The Coca-Cola network sponsorship includes Eddie Fisher in *Coke Time* twice weekly on NBC-TV and two quarter-hour segments of *Mickey Mouse Club* on ABC-TV.

RADIO GLOWS IN TRIBUTE AT RAB ADVERTISING CLINIC

First annual two-day event hears what the medium can do from the advertising men who have tried it and found it true. Nearly 500 attend New York sessions. Another first: awards for creative copy.

THE SALES POWER of radio, often belittled and much maligned, got nothing but accolades from men who know it best—men who have used it and prospered—as the Radio Advertising Bureau opened its first National Radio Advertising Clinic in New York last week.

The "unglamorous" medium's demonstrated ability to sell products as big as trucking service and airline flights, as small as wrist watches and swabs for babies' ears, as different as kitchen mixes and poultry remedies, was hailed in one case history after another.

The two-day nationwide clinic, first of its kind and scope, drew a registration of an estimated 450 to 500 people who make the medium run, including some 200 advertiser and agency executives as well as station and network time salesmen and other management officials.

A baker's dozen advertiser and agency executives told Thursday's opening-day meetings how they rely—with success—on radio to solve specific problems, how they benefit from its flexibility and reach and persuasiveness, how they've used radio and grown. Eleven others, chiefly from the agency side, were slated to appear Friday and discuss creative selling—how to make commercials more effective—and creative buying (see AT DEADLINE, page 7).

What were described as the first awards ever given for creative radio copy were presented at Friday's luncheon (see story page 35), and at luncheon on the first day New York Gov. Averell Harriman paid tribute to the accomplishments of advertising and took a look at the nation's economic outlook (story page 36).

Radio's come-down from its "fat cat" role of pre-television days was not disputed. But there was no down-grading of its ability to sell goods and services as speaker after speaker stood up to give his own case history of success.

"If you have a tough product to sell, my advice is, use radio," Milner Products Co. President Howard S. Cohoon said bluntly in a speech telling how Pine-Sol cleanser expanded from Mississippi to national and international distribution (condensed text of Mr. Cohoon's speech, page 44).

Radio's "plusses," and its advantages over other media, were pointed up by Paul G. Gumbinner of Lawrence C. Gumbinner Adv. (text, page 41).

What radio did to solve Frontier Airlines' peculiar media problem was detailed by Arthur K. Magee, account executive of Rippey, Henderson, Kostka & Co., Denver (page 42).

And how it boomed the fortunes of Aero-Mayflower Transit Co. was told by Frank P. McGrath, account executive of Caldwell, Larkin & Sidner-Van Riper, Indianapolis (page 36).

Seven rules on how to make maximum use of a small advertising budget were given the RAB clinic by William E. Wright of Wright, Campbell & Suitt Inc., Chicago (page 42).

In another highlight of the Thursday workshop, the aural medium's help in promoting a product whose chief identification is visual—the famous bearded "Man from Schweppes"—was told by "The Man" himself, Commander Edward Whitehead, and Frank Johnson, account executive at Ogilvy, Benson & Mather, New York, agency for Schweppes.

Commander Whitehead, president of Schweppes (U. S. A.) Ltd., traced the advertising history of the company from its early British days when it claimed its waters would cure "everything from palsy to paralysis," through a "stuffy" period when the advertising was "unique, in that it did not mention the name of the company or the product," down through the current campaigns in the U. S.

Mr. Johnson filled in details of the current campaign, the franchise under which Pepsi-Cola bottles the product in this country and the implementation of the campaign theme that "the man from Schweppes is here" to see that the Schweppes waters bottled here are of the same quality and "Schweppervescence" as the British original.

"Today," Mr. Johnson said, "Schweppes has been successfully introduced in more than 100 markets. The use of print and radio spots has proved highly successful. The printed advertising had high visual impact. Radio brought it to life—made Commander Whitehead even more effective."

A penetration study made in New York the third year after Schweppes' introduction, he continued, showed that "the Schweppes advertising has penetrated to a far greater degree than its nearest competitor's campaign. The

The man from Schweppes tells about radio's effervescence.

You can reach

415,835

TV families in
the rich market of

RICHMOND

Petersburg and
Central Virginia on the basic

NBC-TV

station

WXEX-TV

Channel 8

Ask your Forjoe man for full details

Tom Tinsley, President

Irvin G. Abeloff, Vice-President

KSLA-FULL POWER -NOV. 15

LOWEST COST PER THOUSAND

. . . because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

22 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 22 months of telecasting to its credit.

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...
More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA

Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

. . . and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

CBS TELEVISION NETWORK

Affiliated with CBS and ABC

ABC

playback of ideas was sharp and remarkably high for both print and radio. Curiously, the identification through both mediums is so strong that it is difficult to say that one has been more effective than the other. The combination has produced truly outstanding results."

Donald Stewart, advertising manager of the Texas Co., expressed the view that radio came out of its bout with television "stronger than it went in." He cited a number of markets in which Texas Co. used radio to overcome strong competitive problems, and pointed out that the firm is "practically a pioneer" in radio, using both network and spot—including 22 five-minute weekend programs on ABC, the Metropolitan Opera broadcasts, also on ABC (now in their 16th year under Texas Co. sponsorship), and regional football coverage.

The big sales success racked up by a west coast beer, Brew 102, through substantial use of singing commercials—as contrasted with the poor showing of a competitor who used the same media but gave only a "minor" role to radio—was cited by Walton Purdom, executive vice president of Brisacher, Wheeler & Staff, San Francisco. He also told how the use of jingles helped build Pictsweet Foods, Mt. Vernon, Calif., into one of the leading companies in its field, and how Bayview Federal Savings & Loan, San Francisco, conducted a 10-day local radio saturation campaign and wound up with 425% more deposits—$1.2 million more —last July than the one before.

But his main emphasis was on the Contadina tomato paste campaign, it's development and execution. A campaign last spring "majored" in radio and "minored" in newspapers—and at the end, he said, Contadina was practically out of product. The fall campaign, launched Sept. 19, also puts heavy emphasis on spots, he asserted.

Edward L. Jones, manager of consumer advertising for Hamilton Watch Co., Lancaster, Pa., told how Hamilton evolved its preference for early-morning radio programming, not only because listening is high in those hours but also because the programming reflects listeners' interest in time itself. Although a three-market test led to the conclusion that a year-around local campaign for Hamilton watches would not be economical, he said, seasonal programming has been shown profitable.

He also pointed out that Hamilton furnishes 1,800 stations with material, including transcriptions, which they can use in selling local jewelers, and also that "we have enjoyed outstanding success" with a 39-week quarter-hour program, the *Lady Hamilton Show*, which the company furnishes free to any jeweler who wants to use it.

Farm radio, according to Vice President John Dow of Bozwell & Jacobs, Omaha, is currently at its highest peak in history, with desirable time on desirable stations hard to find. He reviewed radio usage by the Gland-O-Lac Co., Omaha, maker of poultry remedies and related products, in a speech telling his audience that "radio is going to be a bigger and bigger factor in farm advertising."

Before Gland-O-Lac switched from seasonal to year-round use of radio five years ago, Mr. Dow said, the company considered radio its secondary medium. Results from year-round usage, he said, have convinced it that radio should be dominant. He cited the growth of one new product, backed largely by radio promotion, which has become the company's largest selling single product since it went on the market in June.

C. H. Bobertz, vice president of Clark & Bobertz Inc., Detroit agency, credited radio with a significant role in expanding business volume of the Citizen's Mutual Automobile Insurance Co. from $3.4 million in 1947 to $14 million last year. By utilizing a consistent spot announcement campaign on a group of radio stations in the Detroit area and western Michigan, Mr. Bobertz said, the company achieved its prime objective of gaining "friendly recognition" for its independent agencies.

The extensive radio advertising campaign prepared for Jax beer by Fitzgerald Adv., New Orleans, was described by William H. Thomas, director of the radio-tv department of the agency. He noted that the agency for several years has used a schedule of spot announcements and participations on stations in the company's seven-state distribution area, with copy slanted particularly toward men but still embodying a universal appeal.

Mr. Thomas reported that Jax beer is advertised almost exclusively on sports, news and weather programs, but pointed out that the "women's angle" is not overlooked, because the housewife is likely to be the person who purchases the beer for the family. Along with the advertising campaign, he added, Jax beer maintains a heavy merchandising and promotional effort directed to the public, calling on cooperation from distributors and dealers and the local radio stations.

WHAT AGENCY WIVES DO WHEN HUBBY IS AWAY

AGENCYMEN learned last week that while they have been at the office, Radio Advertising Bureau has been checking on the habits of their wives. RAB wasn't studying the morals of suburbia. It wanted to find out—and did—whether the helpmates of television-minded agency executives still listen to radio.

They do.

On the theory that what their wives feel and do about radio will interest agency vice presidents more than "the listening habits of 9,800 housewives in Schenectady," RAB hired Advertest Research to "track these ladies down in Westchester and Fairfield counties, talk to them of many things, and find out the truth about agency vice presidents' wives and Radio."

Last week, at the National Radio Advertising Clinic, RAB distributed neat little copyrighted brochures called "The Truth About the Wives of Agency Vice Presidents," which summarized the admittedly "gimmicky" project and its findings. Highlights:

"Vice presidents' homes have lots of radios: 80% had three or more working order sets; 24% had six or more. Of course, all had at least one set. Average—4.2 sets per home.

"Lots of car radios, too: 92% had a car radio. Nearly half of this group had two or more car radios.

"Their radios are mostly in the bedroom: over 9 out of 10 homes have radios in bedrooms, 65% have kitchen radios and 41% have radios in the living room.

"Any listening going on? 86% [of agency wives] listened during the past seven days; 75% listened during the past 24 hours; 69% listen seven days a week.

"Most listening is in the kitchen. While there are many more bedroom radios, Mrs. V.P. is more likely to listen in the kitchen than elsewhere—6 out of 10 who listened in the home listened there yesterday.

"News is Mrs. Vice President's favorite radio fare: 85% of those who listened during the last 24 hours tuned in news, 47% recorded popular music, 36% classical music, 34% variety shows.

"There's lots more truth to tell from the Advertest Research report including what these ladies read, how much they look (at tv) and so on.

"But the foregoing gives you the flavor of this gimmicky little survey we wouldn't dare call a 'study'."

By research standards, the survey sample was not exactly tremendous. But it covered the people who run the people who help run some big-name agencies, such as N. W. Ayer, Ted Bates, BBDO, Benton & Bowles, Biow-Beirn-Toigo, Cunningham & Walsh, Dancer-Fitzgerald-Sample, Roy S. Durstine, Kenyon & Eckhardt, Lennen & Newell, McCann-Erickson, J. Walter Thompson and Young & Rubicam, to name those mentioned by RAB.

"Because the sample is tiny," the brochure continues, "we're embarrassed to mention one set of facts that turned up. But not so embarrassed that we'll skip it:

"Radio and tv have 100% coverage of these homes (as have newspapers and magazines).

"But while 75% of the ladies listened to radio in the past 24 hours, only 56% looked at television. Of all time spent with broadcast media by wives of agency vice presidents, two-thirds was spent with radio.

"We won't call this 'significant.'

"We'll just call these facts straws in the wind that fly in the face of some male convictions and that once again prove how little most men know about their wives."

The clinic was set up under the direction of RAB President Kevin B. Sweeney and national promotion director J. Norman Nelson. RAB Board Chairman Joseph E. Baudino, vice president of Westinghouse Broadcasting Co., opened the conclave Thursday. The opening sessions were presided over by Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the RAB executive committee, and Ward D. Ingrim, KHJ Los Angeles, a member of the RAB executive committee. Friday's open sessions were led by John S. Hayes, WTOP Washington, chairman of the finance committee.

Creative Radio Copy Awards Given Eight

AWARDS for advertisers and their agencies whose radio commercials were judged the most effective and creative during the year were presented for the first time by Radio Advertising Bureau at a luncheon Friday at the Waldorf-Astoria Hotel in New York during RAB's National Radio Advertising Clinic.

The awards, described by RAB as the first given for creative radio copy, were gold-plated

records mounted on polished mahogany standards. Eight advertisers and their agencies were cited. The winners had been selected by a "jury" or judges' panel made up of 200 advertising executives, radio station managers and trade paper publishers.

The Winners

The winners (advertiser, its agency, the radio campaign) were:

Metropolitan Life Insurance Co. (Young & Rubicam), for the continuing campaign, "Good Hints for Good Health."

National Carbon Co. (William Esty Co.), for Eveready flashlights campaign.

Coca-Cola Co. (D'Arcy Adv. Co.), for a continuing campaign.

Esso Standard Oil Co. (Marschalk & Pratt Div. of McCann-Erickson), for a continuing campaign.

Ford Motor Co.'s Ford Div. (J. Walter Thompsoin Co.), for a continuing campaign.

The Nestle Co. (Bryan Houston Inc.), for Nescafe campaign.

American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles), for American Cigarette & Cigar Div. (Pall Malls) campaign.

Piel Bros. (Young & Rubicam), for a continuing campaign.

HARRIMAN LAUDS ADVERTISING FIELD

TRIBUTE was paid to the advertising field by Gov. Averell Harriman of New York last week for its contributions toward stimulating increased production of goods and services and improving standards of living.

He told an audience attending the luncheon session of the National Radio Advertising Clinic in New York last Thursday that advertising has been "kicked around quite a bit lately," but he attributed this criticism as stemming from "its contributions to politics, not economics." His talk dwelt on general economic developments and their implications for businessmen as well as the public.

Gov. Harriman told the Radio Executives that extensive as has been the growth of the U. S. economy in the post-war years, the future holds promise of even more widespread expansion. He referred to a report prepared last year by the joint committee on the economic report which projected gross national business in 1965 of some $535 billion, which Gov. Harriman said is $150 billion (about 40%) above this year's estimated output.

Future Expansion

Gov. Harriman injected a sobering note when he pointed out that this goal of $565 is "more than a wonderful opportunity, it is a stark necessity if we are to maintain economic health." He reminded his audience that in 1965 the U. S. will have a much larger labor force than today, as it is expanding at the rate of about 750,000 a year.

Mr. Harriman took occasion to expound his views against the trend toward monopoly in industry. He said he interpreted the free enterprise system as meaning particularly the retention of competition and the existence of opportunity for the initiative of individuals.

"You can take it as a fact," he asserted, "that if business gets too concentrated in a few hands in any particular industry, the threat of government control of that industry will inevitably arise.

"Small businesses are not economic delinquents, either. They need to be consciously protected."

NEW YORK Gov. Averell Harriman accepts a radio receiver from RAB Board Chairman Joseph A. Baudino after the governor's speech before the Radio Advertising Clinic Thursday.

He made a plea for "greater attention to the public sector of our economy," including schools, hospitals, highways, public housing, public services generally. He called these services "the un-advertised segment of the economy," and added:

"You have done your job so well in stimulating public demand for the products of our farms and factories that I often think you have led the public to put too high a value on those products which are advertised and sold commercially as against those services which are bought through taxes.

"I give you credit, however, for the free services which you donate and the free time provided by radio networks and stations for promoting worthy public enterprises."

Gov. Harriman declared that the only way that the nation can meet its various economic objectives is through a substantial expansion of the nation's business. He said that if the nation can achieve the projection he had mentioned earlier of a gain of $150-$180 billion in annual national production, the U. S. "can dramatically raise the levels of our public services with just a fraction of this increment."

Joseph E. Baudino, vice president of the Westinghouse Broadcasting Stations and board chairman of RAB, presented Gov. Harriman with a portable radio.

HOW MAYFLOWER WON WITH RADIO

IN THE NINE YEARS following World War II, Aero Mayflower Transit Co. was one of the many moving and transfer concerns that found itself in a prosperous era of moving and decentralization. But the firm, with its agency, Caldwell, Larkin & Sidner-Van Riper, made ready for the day of hard competition's return. It did two years ago and here Frank P. McGrath tells how and why Mayflower went forward:

THE MAJOR portion of the budget went into network radio. Radio was chosen for several very practical reasons.

First of all, additional consumer advertising was considered a necessity. Because of its exclusive franchise, the company was eager to put on a campaign that would reach right down into each of its 550 markets, and give the local agent an opportunity to tie-in with local promotion.

The Mayflower agents, through their association, were already advertising in consumer magazines. Mayflower was operating on a rather limited budget. An adequate local newspaper campaign, even on a cooperative basis, was out of reach financially. Television, as it stood at that time, could have covered only 305 of Mayflower's 550 markets, with local stations in less than 175 markets. Even an adequate campaign in that many markets on television would have been entirely impractical financially.

Radio, on the other hand, offered local stations in 515 of the 550 markets, with prime coverage possible in all but 10 cities. A spot radio campaign at first seemed a natural, but careful checking showed that operating on a limited budget, the cost of an adequate schedule of spots in the necessary number of markets was again far beyond reach.

Network radio seemed to offer the best compromise. The actual purchase made gave local coverage to more than 225 agents, prime coverage to some 490. At the same time, the network buy provided a package that agents could tie into locally by cooperating with one another in the purchase of spot announcements adjacent to the network broadcasts. Over 40% of the Mayflower agents bought such adjacencies.

So much for the reasons why radio was chosen as the major consumer medium. Why did Mayflower buy a dozen five-minute news segments a week? Why not a weekly fifteen-minute strip by a well-known commentator, or a half hour, once a week prestige type program?

First of all, as I have already pointed out, the moving industry itself is quite young. The names of even the big movers are not too well known to the general public. It was therefore highly desirable to put the Mayflower name, associated with quality moving service, into the maximum number of homes each week for the dollars we had to spend. The five-minute news segment has a much smaller audience than a well known commentator or a top-flight comedian, but, the cost per thousand unduplicated homes reached by a dozen five-minute news segments bought at contiguous rates, was actually considerably less than the cost per thousand of any of the other availabilities we could find.

At the same time, the heavy schedule of five-minute news segments gave us another advantage. During the year 1954 less than 300,000 out of 46 million families in the nation moved across state lines via the service of the three leading carriers in the moving business. It was more desirable to keep the Mayflower name in front of the public as often as possible, rather than to depend upon the memory of the listener from week to week.

What it comes down to is the retention value of an impression made through, let's say, a half hour of a well-known and highly rated comedy show or commentator, as against the constant repetition of name and quality of service through the medium of straight news as delivered by competent newscasters several times a week.

In addition to these factors, there were several other reasons why we chose the multiple news schedule. I think that we will all acknowledge that radio is changing. The movement is away from the big dramatic, comedy and mystery programs to more music, news and sports, and now to short, special features that lend themselves to handling better by radio than any other medium. Time segments are being

EVERYBODY WHO HAS SOMETHING TO SELL WILL WANT A STAKE IN CBS RADIO'S SEGMENTED PROGRAM PLAN....THE MOST DYNAMIC, FAR-REACHING, PROFITABLE SELLING FORCE EVER OFFERED TO NATIONAL ADVERTISERS. ELEVEN

BIG–REALLY BIGTIME–
SHOWS ARE LINED UP ON
A BASIS THAT COMBINES
LARGEST AUDIENCES AT
LOWEST COST, GREATEST
MERCHANDISING VALUES,
MIX 'EM OR MATCH 'EM
FLEXIBILITY. FOR THE
FIRST TIME, THIS PLAN
MAKES POSSIBLE TESTED

SHOWS AND TOP STARS IN FIVE-MINUTE SEGMENTS TO BE COMBINED BY YOU TO FIT YOUR NEEDS.

1. *Bing Crosby Show*
2. *Kathy Godfrey Show*
3. *Juke Box Jury (Peter Potter)*
4. *Bergen-McCarthy Show*
5. *Amos 'n' Andy Music Hall*
6. *The Mitch Miller Show*
7. *Tennessee Ernie Show*
8. *Galen Drake Show*
9. *On A Sunday Afternoon (Del Sharbutt)*
10. *Jack Carson Show*
11. *Young Ideas (Fred Robbins)*

Turn to next page for examples...

...If you want big-name, low-cost advertising the year round, here's one possibility. A five-minute segment weekly on the GALEN DRAKE SHOW, KATHY GODFREY SHOW and EDGAR BERGEN-CHARLIE MCCARTHY SHOW:

GROSS WEEKLY LISTENERS*.....15,040,000
WEEKLY COST.....$4,710**

...For an impressive and merchandisable star line-up, with daytime, nighttime, Sunday through Saturday spread: BING CROSBY, AMOS 'N' ANDY, PETER POTTER's all-star JUKE BOX JURY, BERGEN-MCCARTHY and GALEN DRAKE.

GROSS WEEKLY LISTENERS*.....22,393,000
WEEKLY COST.....$8,400**

...And for concentrated, saturation selling, here's a powerhouse plan. Twenty-five segments a week for two weeks on BERGEN-MCCARTHY, ON A SUNDAY AFTERNOON, THE MITCH MILLER SHOW, GALEN DRAKE, KATHY GODFREY, JUKE BOX JURY, TENNESSEE ERNIE, BING CROSBY, JACK CARSON and AMOS 'N' ANDY!

GROSS WEEKLY LISTENERS*.....92,268,000
WEEKLY COST.....$48,000

**Est. from NRI full net AA, Jan.-Apr. 1955; Auto-Plus to SIU, Feb.-Apr.; Audience composition, Feb. **For 52 weeks.*

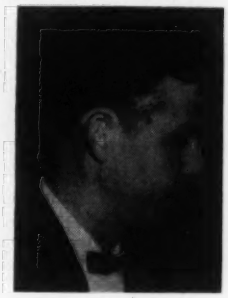
THREE OF A BIG RANGE OF SALES-POWERED, LOW-COST COMBINATIONS

Those are just three examples. Whether your budget is large or small...whatever your sales problem, there's a combination of stars and shows tagged to sell for you in the Segmented Program Plan...on

THE CBS RADIO NETWORK

broken up into smaller units to get the prices down. Audiences are smaller per segment, but big audiences are still available if enough segments can be purchased. The multiple news schedule, bought at contiguous rates, took advantage of all these trends.

In other words, in the purchase of the network radio schedule, with a limited budget, Mayflower accomplished three different things.



MR. McGRATH

1) They reached a large consumer audience of unduplicated homes at extremely low costs per thousand.

2) They reached those homes when they needed to without depending upon memory of the listener.

3) They solved the problem of local tie-ins.

This purchase was admittedly a compromise of many elements. It had its weak points and its strong points, but it was geared to the dollars available, and, as I will outline for you in a moment, it did do a job in combination with the rest of Mayflower's campaign.

The whole campaign ran from Oct. 1, 1954, to April 1, 1955. Then it was stopped. It was stopped because, as I told you before, moving is a highly seasonal business, one in which you can commit sales suicide very easily. A mover can oftentimes use twice the number of vans during the summer that he has on the road during the winter. If he oversells his capacity and has to turn business away, it can hurt the company for years to come. A winter campaign helps to balance the flow of business. While new units are being added to the fleet during the winter, it helps to keep them busy, and at the same time, it establishes a backlog of business for the next summer when a greater volume of business is normally available.

Whenever possible, Mayflower likes to merchandise its sales efforts at the local level.

In the case of the radio schedule, Mayflower placed placards about the programs on all its vans, and also made the placards available for use on agents' local vans. More than 40,000 commercial account prospects received several pieces of direct mail from Mayflower about the program. Agents were supplied with newspaper mats, counter cards and window posters, and a weekly bulletin program kept them informed on the progress of the campaign.

What were the results of this effort?

Frankly, in the first three months of the campaign—there were no results, absolutely none. As you can well imagine, there were some mightily worried people, but we were still confident that the combination of factors *had* to produce. After a slow start, it did.

Shortly after the turn of the year the sales curve began to move up. In the first quarter of 1955 the gains were small but steady, and ever increasing. Then, oddly enough, with the close of the campaign itself, the curve went up sharply. From that time on the company's service facilites were heavily taxed to keep up with the flow of business. In some months, sales went up as much as 35% over the same month of 1954. In the first six months of this year, Mayflower led the entire industry in dollar volume gains.

Naturally, this looked good to all concerned but it could possibly have been the result of outside factors and not necessarily the sales promotion campaign. The results were checked in several ways. First of all, Mayflower as a regular part of of its service, sends out a customer questionnaire after every move. It asks the specific medium or media influencing the selection. Again, reports by agents and agents salesmen were used to check results.

Independent surveys were made of private shippers who had used the service, and of commercial account prospects. At the same time, we know from the audience rating services that the radio schedule was delivering as expected. But the sales curve, of course, was the ultimate test.

What caused the good results? Was it the radio? Was it the direct mail, the magazine advertising, the sales contest or the sales meetings? I honestly do not think that we could say that it was any one of these *alone*. It was a combination . . . and a spirit of determination on the part of the company and its agents to go after and get a substantial increase in sales.

There is a natural tendency to look to that medium which accounts for the largest share of the budget, but who can say what one phase of the campaign would have produced without the others? In any case the *combination* worked. Thanks to its success and the other necessary factors in any business decision, Mayflower is back again this year with an even bigger campaign based upon the same combination of factors. Instead of 12 five-minute newscasts a week, this year Mayflower bought 15. They are buying more ads in more magazines. More new sales tools are being added. Direct mail lists have been revised and enlarged . . . and there's another big sales contest for the agents.

In regard to this year's radio schedule, I might explain that the 15 programs each week should give us an even lower cost per thousand homes reached. Last year the programs ran at 7:55, 8:55 and 9:55 p.m. EST, primarily designed to catch a balanced audience of male and female listeners.

This year's schedule is 11:30 a.m., 7:55 and 8:55 p.m. The morning strip will permit us to talk directly to the women. It provides a larger audience than a third strip would have at 9:55 p.m. and it reduces competition from tv.

In closing may I say that in our opinion, radio, bought in this manner, geared to the needs of the specific client, can do an outstanding job. If the local stations will cooperate with the networks on this type of programming, it will enable many relatively small advertisers to go national. It will bring new business to the radio industry that will benefit both the networks and the local stations, as it did in this case. It's up to the local station, however, to keep the ball rolling by cooperating with the networks and working with the clients or their local representatives at the local level. In this manner radio can meet the challenge of television and carve its own niche in the ever growing advertising world, a niche that can be filled by radio alone.

IT'S FAST, IT'S FLEXIBLE, IT EDUCATES

PAUL G. GUMBINNER, secretary and radio director of Lawrence C. Gumbinner Adv., New York, was to tell the RAB clinic about the success of the Q-Tips campaign. He did, and at the same time threw in mention of other radio successes which have led old clients of the medium to increase their budgets and new clients to join for the first time.

AMONG RADIO'S PLUSSES are three that stand out—its speed of action . . . its flexibility . . . and its ability to educate. Of course, radio has certain drawbacks, too. One of these drawbacks is that today the medium does not generate the excitement it once did. That isn't too hard to overcome with the advertiser, in view of its low cost—and low cost per delivered message. But it does affect the reception of the news of a radio campaign by a sales organization, and with retail outlets.

We have had several instances where we presented a radio campaign to a client's sales group who listened to the news with not quite stony silence—but with something less than cheers. We were bluntly asked why we didn't, instead, go into television. Our answers were as you'd expect—that radio gave us more for our dollars—greater frequency, much more coverage—and was by all figuring the most efficient buy.

By carefully planning the presentation of radio to a sales group—and by intensively merchandising the campaign to the retailers—you can get a whale of a lot out of it, and get wholehearted support.

Many of the stations have greater awareness of this need to sell radio today, and they do far more to merchandise the business that's placed with them. We have had splendid cooperation from certain stations. They sent out excellent, not merely perfunctory, letters, cards or mailpieces to wholesalers and retailers. Some of them made personal calls on the stores, and arranged for special window or counter displays. All of this helps to whip up enthusiasm at trade and selling levels.

I believe it's one type of assistance that all stations should look into more thoroughly . . . it can go far to overcome tv's so-called magic.

Now to get back to the plusses.

Last year we put an imported wine, Cherry Kijafa, on the air for the first time. It had a small bird as part of its trademark. For the purpose of getting attention, our spots started out with a shrill bird whistle. After a very few weeks on the air, several of the Browne Vintners Co. salesmen told us that when they made calls on buyers, they would be greeted with a whistle.

And a local client, whose bread bears his name, was plagued at his golf club by being addressed by his name plus his radio catch-phrase—and this within two weeks after that phrase was used on daytime radio.

MR. GUMBINNER

A campaign on a New York station got attention so quickly that after its first six weeks, the schedule was increased from 13 to 20 weeks—and then doubled again. And a network daytime operation had an almost parallel reaction, and was similarly extended from its planned three-months' drive to almost a full year. So much for speed of action.

Radio's flexibility is a wondrous thing to work with, too. It's the most fluid of media—and makes possible infinite combinations of markets, times and copy.

It can go much beyond the usual concept of daytime for women, and early mornings or evenings for men. One of our products, Q-Tips, sells to young mothers, and has good secondary uses to other members of the family for other purposes. By tying together copy and times of day, we are able to pinpoint our appeals to mothers, to business women and to men—each

when they're tuned in, and each with appropriate copy that costs us nothing but the writing to try out. We even tried some spots on all-night shows—with commercials for parents who are up to give their infants a 2 a.m. feeding. I can't really say that one worked.

The Chap Stick company makes a product that was formerly sold mainly in cold weather. New uses, and a new approach, are extending it to year-round sale. Last year, we started radio in a few markets in late September, adding others in October and November. Then, as we progressed into our peak winter season, we stepped up the numbers of spots we were using—but only as cold weather hit each market. And we finally tapered off again in reverse progression—cutting down or cancelling out as local inventories and weather dictated.

By actual count, the radio operation called for eleven different schedules in a few weeks period. The agency had a lot of work—but Chap Stick had a lot of profitable movement.

For a local food client, Sacramento tomato juice, we make deals with supermarkets and chains . . . their name on our programming, in exchange for feature display or pricing. Frequently, those names go on the air just hours after the deal is worked out.

And when it comes to educating, we feel that radio has certain great advantages over the printed word. To illustrate this point, I would like you to hear one of the transcriptions used for Q-Tips.

The spot selects mothers by its lullaby-type musical opening. The copy stresses Q-Tips' dominance in the baby field—the fact that it outsells all other cotton swabs combined. We emphasize the color of the package—"The box for you is blue; the swab for you is Q-Tips." That's not only an important competitive difference—but helps form a mental picture for self-service shoppers.

And finally we finish up with a secondary appeal—to apply cosmetics with Q-Tips. This is done with a new voice—a woman's voice, and the change of pace is designed to perk up and revive any lagging attention.

Contrast that with the same elements in magazines. For selectivity, we illustrate our space with a baby picture—after all, babies are great attracters and photogenic, and the product is best known for babies. We are able to show the blue package—one great advantage that radio does not permit. But by the time the copy tells the baby story, we've just about exhausted the readers' patience—and the idea of using Q-Tips for make-up can't be much more than a footnote.

This year, using both network and spot radio, we saw how nicely each supplements the other. NBC gave us nook-and-cranny coverage of the country geographically—and support for all our sales organization—as well as effective advertising to masses of listeners.

The markets for local radio were chosen carefully, and for the usual reasons to supply intensive attention where it's needed . . . to broaden distribution . . . to achieve greater consumer and trade recognition of the product's national leadership. The numbers of spots used in the different markets varied; some were far heavier than others; but in all the local markets, we had the minimum of a weekly strip in combination with the network.

For Q-Tips, as for our other accounts, we have found that radio, as an advertising medium, gives us audiences at low cost—with the plusses of speed of action, flexibility, and education towards sales or new ideas.

And this brief comment sums up our feelings about radio: There's plenty of life in the old gal.

HOW RADIO SOLVED FRONTIER'S PROBLEM

FRONTIER AIRLINES had a problem. Its routes served the more sparsely populated areas of the country, areas where air travel had not gained the popularity it enjoys in more heavily populated sections. It had a lot of convincing to do, and turned to radio to do a lot of it. Arthur K. Magee, account executive of Rippey, Henderson, Kostka & Co., Denver, described radio's role for RAB.

LET'S LOOK at some of the results we believe radio has been responsible for. As of the present time, Frontier Airlines is carrying over half the air freight carried by all 13 local service airlines put together. Frontier is now the largest local service airline in the United States. Our routes cover states which account for 25% of the entire area of the nation. Our business, both in passengers and in freight, has increased steadily, each year breaking the record of the year before.

MR. MAGEE

Last summer, convinced the experiment was a success, Congress granted Frontier a permanent certificate of operation. During the past year, Frontier carried over 176,000 passengers. Remember, our planes serve an area with only 342 people per route mile. So, 176,000 people is a considerable chunk of humanity for any airline to carry in such a sparsely populated area. Another sign of Frontier's success has been the depth of penetration. We have been carrying 126 passengers per thousand population on an annual basis. The nearest to our record is another local service airline which has been carrying 110 passengers per thousand population—as compared to a lot of them which carry only nine or 10 people per thousand population in the course of a year.

Finally, I think the best example I can give you of Frontier's success with radio is to tell an experience which gave me graphic proof that radio is here to stay.

Shortly after I arrived on the scene a couple of years ago, Frontier conducted an air fair at the airport in Durango, Colo. The local newspaper and the local radio station beat the publicity drum loud and long for a good many days ahead of time. Tickets for Frontier's sightseeing flights were on sale 10 days ahead of time, all properly publicized and advertised. All of the local service clubs, the mayor and the rest of the city dignitaries were behind the event 100%. In spite of this, when I arrived on the special airplane at 10 o'clock that Sunday morning, there were only about 25 people at the field, mostly relatives of the Frontier people, and exactly 12 tickets had been sold.

The local radio station was on hand to do a special remote broadcast, interviewing all of us "big shots" who had arrived from Denver, and in lots of other ways trying to make the thing sound important. The fact remained that only 12 tickets had been sold and there was only a scattering of people at the airport. I didn't wait around the airport to see what happened since I had to attend a few cocktail parties and things like that around town, but I did get back to the airport about 4 that afternoon.

First of all, I discovered that I couldn't get within three blocks of the airport. Next, I discovered that the radio station had been on the air practically all day long, giving a blow-by-blow description of the events going on out at the airport, and urging the people to come out. Here are the results of this radio station's efforts—and we're convinced that nobody else did it but them. The total attendance at this airport event that day was over 12,000 people. The population of Durango is 10,000. Frontier Airlines, with its one DC-3 airplane, carried a total of 450 first-riders on sightseeing flights. Anybody who has any doubts about the pulling power of radio would certainly have had them dispelled on that Sunday. Since then, I have seen that same thing happen over and over again at airport after airport.

As far as Frontier Airlines and as far as our agency is concerned, our radio efforts will stop only when Frontier or the agency, or both, go out of business.

Rx: SEVEN RULES FOR BUYING RADIO

SEVEN RULES for more effective use of small national advertising budgets in radio were offered the RAB last Thursday by William E. Wright of Wright, Campbell & Suitt Inc., Chicago. They are:

RULE ONE: Buy approximately 200 in-home rating points per week for six weeks. That's an average of two impressions per radio home per week. We are not so concerned with reaching a high percentage of radio homes as we are in reaching them often.

RULE TWO: Use *one minute live participation* announcements. Under many conditions this would not apply. With this particular problem we wanted to take advantage of the following that each personality or program had built up.

RULE THREE: Favor the strongest selling local personalities.

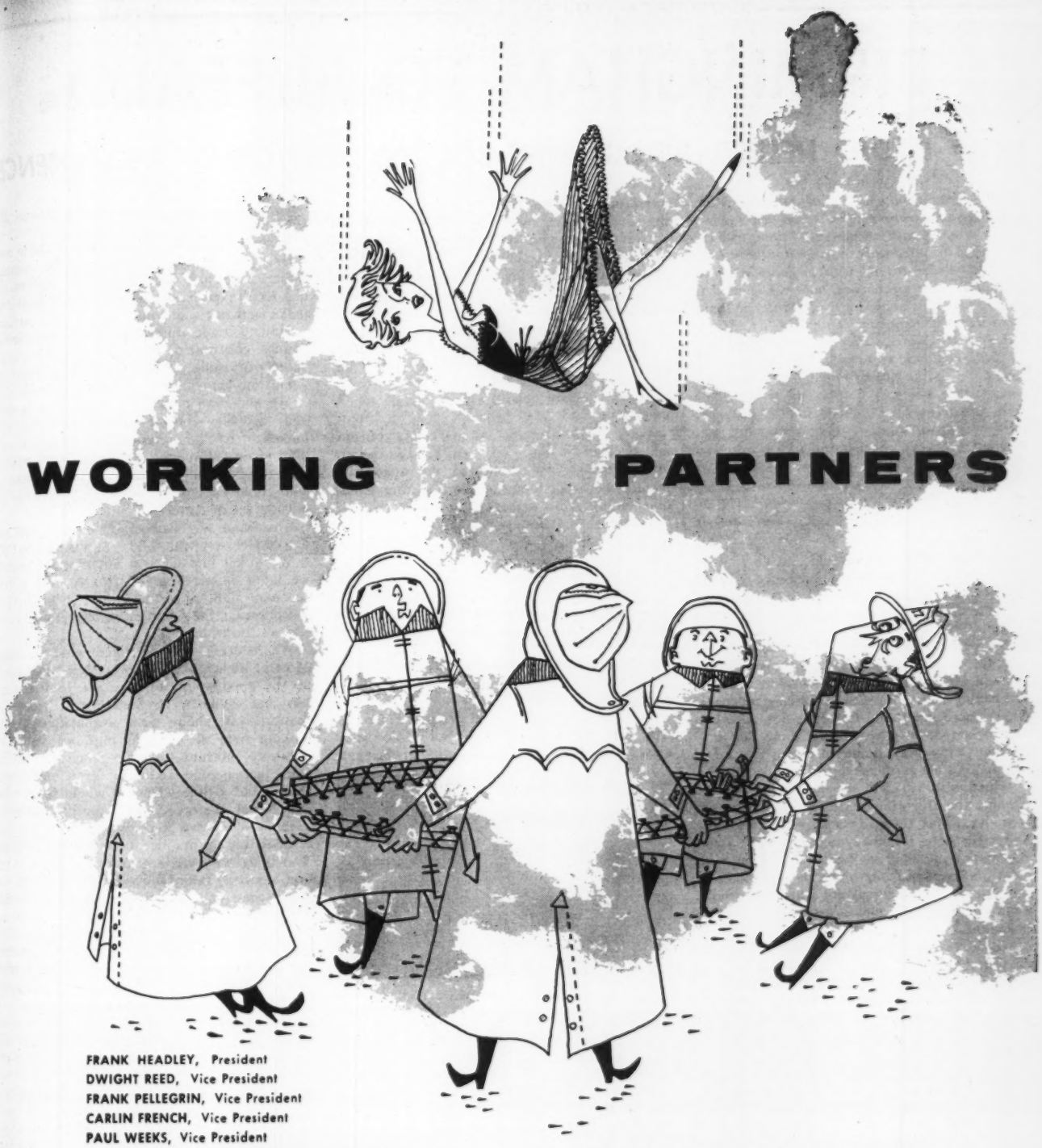
RULE FOUR: Buy no *more* than 30 announcements per week on any one station—no *less* than five. This is for practical purposes. Thirty spots a week, on a Monday through Friday basis is six spots a day. We feel that this gives us good daily coverage of one station's audience. More spots on one station would be of marginal value despite a low cost per rating point.

RULE FIVE: Buy stations and time that deliver the most rating points per *dollar*—not the most rating points per *spot*.

RULE SIX: In considering station *coverage*, discount the coverage beyond the metropolitan market area as defined by the United States census. We are convinced that modern radio is a *local* medium and, with a few exceptions, must be bought that way.

RULE SEVEN: Buy no more than two stations in one market (there were three markets in which we made an exception to gain an unusually strong personality on a third station).

MR. WRIGHT



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION
TELEVISION, INC.
REPRESENTATIVES, INC.

We have always proceeded on the basis that "the time we sell is valuable . . . and so is the time of those who buy from us."

Thus from the day that H-R was founded, by a group of mature Working Partners, we have been proud of the fact that we "Always Send a Man to do a Man's Job!" A man who knows his business, his stations, his markets . . . and the value of the time of those who buy from us!

380 Madison Ave.
New York 17, N. Y.
Oxford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

BIRMINGHAM TO BUFFALO

HOW RADIO HELPED BOOST PINE-SOL TO NATIONAL PROMINENCE

HOW Milner Products Co. of Jackson, Miss., took Pine-Sol cleanser some seven years ago—then a product with an annual volume of $77,000 and distributed only in a few southern communities—and built it, with large reliance on radio, into "the established national leader" in its field was related to the RAB National Radio Advertising Clinic last Thursday by Milner President Howard S. Cohoon.

For the first nine months of 1955, Mr. Cohoon said, 60% of the advertising budget went into radio. Over the past half-dozen years radio's share has averaged 46.5%. Results? Last year's sales were up 60% over 1953's; for the first nine months, this year's are up almost 35% over last. Sold as he is on radio, however, Mr. Cohoon wonders if radio men themselves are selling their product as hard as they should in all quarters. Condensation of Mr. Cohoon's speech, which also outlines the build-up Milner is giving its Perma starch, appears below:

THE FIRST JOB tackled by our agency [Gordon Best Co., Chicago] and us was to determine the many different uses to which Pine-Sol might be put. Instead of coming up with six or ten or a dozen uses, we actually uncovered more than 40. These uses ranged all the way from cleaning kitchen floors and bathroom walls to disinfecting sick rooms or children's playpens. What's more, we found that Pine-Sol, added to wash water, was a wonderful thing for preventing yellow-gray dinge in nylon garments, and making all garments whiter or brighter.

Armed with this data we were ready to start planning and preparing our advertising. Birmingham, Ala., was selected as our first test city. And right here I know you gentlemen would like me to say that we loaded our guns with radio and captured our objective in a blaze of kilocycle glory. But it was not quite that simple. Radio, however, did play a key part in helping us achieve our objective. Actually we used both radio and newspapers, obtaining the fullest possible merchandising support from each type of media. Results were checked very closely. And when we were satisfied we had developed a pattern, we commenced to move market by market. At first we confined ourselves to the South and Southwest, where the merits of pine oil were better known than they were up North. From Birmingham we went to cities like Atlanta, Memphis, New Orleans, Dallas, Houston and so on.

In every city we found that radio, plus some newspaper advertising represented the primary advertising mediums for us. Not only was this combination effective for getting our story across to the consumer, but we found it highly merchandisable to the wholesale and retail trade. This latter factor was extremely important to us, because you can appreciate that our toughest and most vital problem was to get the big chains and super markets to stock our product. These big outlets are never pushovers, as all of you well know. And they certainly were not pushovers for us. But Pine-Sol's advertising gave us a convincing story to tell. This merchandising value, plus the consumer demand which our advertsing helped to develop, succeeded—sometimes soon, sometimes later—in getting our product stocked by leading chains and supers in every city we entered.

One thing we learned early about radio broadcasting has guided us ever since. At least for *our* product, we found that "personalized" selling over the air, by an accepted, well-known personality, accomplished the best results. This has led us to select what we call radio sales personalities insofar as possible when choosing our programs. And we find that it works.

After the first year, when we had pretty well covered the South and Southwest, we decided to break out in the North. We realized that this would be the severest test of all. Here we were, with a "type" of product virtually unknown up North, and a brand name totally unfamiliar.

We studied our maps and marketing statistics and decided to make our first Yankee descent upon Chicago. We followed the advertising pattern we had adopted earlier, looking for an outstanding radio personality to sell our Pine-Sol to Chicago housewives. We found what we were seeking in Paul Gibson and his *Housewives Protective League* over WBBM.

Gaining distribution in Chicago was no cinch. It was not too difficult to crack a share of the independent food stores. But the chains came much more slowly. They didn't know Pine-Sol —they didn't *want* Pine-Sol. They said "when there's a demand, we'll stock it." And I more than half suspect they never thought there would be a demand.

But we fooled them—that demand *did* come. And Paul Gibson, our Pine-Sol radio salesman, played an important part in bringing

MR. COHOON

about this result. One by one the chains and supers fell—National, A & P, Kroger, Jewel, Hi-Lo, and so on. Today Pine-Sol enjoys strong shelf display in all Chicago super markets. It's as staple as a bar of Ivory soap—an item of known and proven turnover.

I'm not going to bore you by taking you on a Cook's tour of the United States to relate our progress city by city or area by area. But we did move on—Detroit, Cleveland, Buffalo, and so on and on until our distribution finally encompassed even the Pacific Coast areas.

As we moved along, we appointed food brokers to represent us locally in each area. We have 125 brokers today, servicing all parts of the country, including Canada. Everywhere the same general advertising pattern was adhered to, with radio playing a prominent part.

All this wasn't accomplished overnight. Not by any means. We aimed to build solidly. And to do that took time. You must remember that ours was not a Proctor & Gamble situation, with a ready-built sales force in every section of the country and an inexhaustible bankroll to play with. We had to crawl, then creep, then walk before we could ever hope to run. By the end of our third year we had reached a very good semblance of complete national distribution.

At this point, we felt we were ready to consider types of advertising affording national rather than just local coverage. Because of our local experience with radio, we decided to make network radio our number one medium.

Having made this decision, we were immediately confronted with the question: What "kind" of radio? What sort of program? At what time, on what day, where, and how?

We had been noticing a young man in radio and on television—a young comedian who looked to us like a comer. We liked him—not only as an entertainer, but because we believed we sensed in him the kind of radio salesman who could effectively "sell" our product to the housewives of America.

This man was Robert Q. Lewis. Bob was working closely with CBS. So we went to CBS.

We didn't find CBS at all reluctant. Before we knew it we were confronted with a tape recorded audition of the *Robert Q. Lewis Show* —Robert Q., the Chordettes, background music and all the trimmings.

We listened—and we liked what we heard. Most of all we liked the way Bob Lewis talked up the good points of Pine-Sol. Bob was our boy and we knew it. So the next logical discussion was about time availabilities. After looking over all the offerings, we settled on Saturday morning—a time when we felt we could get a good audience for a once-a-week show—and a time when we would reach many housewives before their Saturday shopping began. When we had settled that, we went through the formalities of signing a contract. And there we were, set to go—with an 86-station network radio show under our belts and high hopes for the further progress of Pine-Sol.

Frankly, we didn't expect too much from our 15-minute once-a-week radio program. We looked upon it primarily as a holding operation. We considered it the cheapest and most effective means of holding our position and supporting our brokers all over the country.

But we had a most pleasant surprise in store. It wasn't long until we saw that radio was doing a lot more for us than just a holding job. Letters from housewives started coming. These letters were written from all over the country—literally by the bushel—letters saying "I heard about Pine-Sol on your *Robert Q. Lewis Show*. My store doesn't have it. Please tell me where I can get it." Every one of these letters was followed up through our brokers and salesmen. The names of non-stocking stores were obtained —and, armed with these letters from the retailers' own customers, we found little trouble in persuading retailers to come into the Pine-Sol fold.

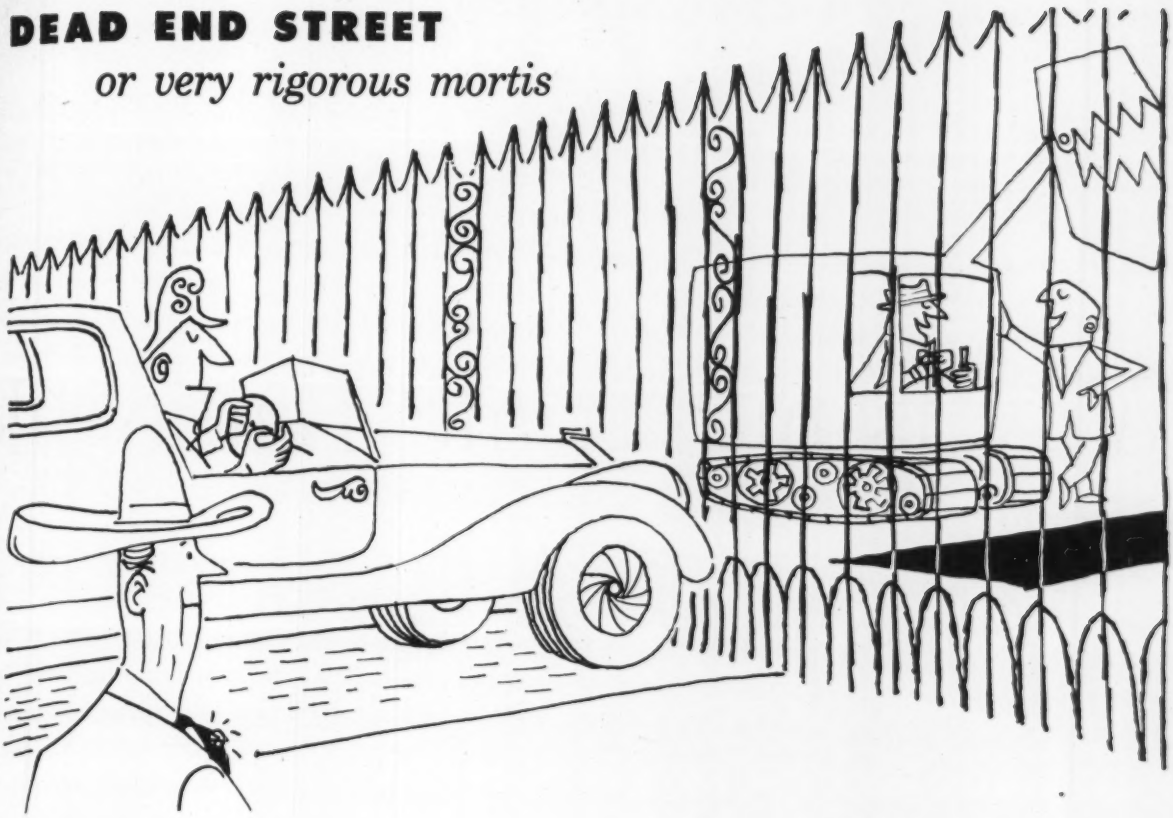
By the end of the first year's network broadcasting, our Pine-Sol sales had increased a healthy 25% in network cities. And, ladies and gentlemen, to use the vernacular—that ain't hay.

We can thank network radio for that gratifying result. Yes, and equally important from our point of view, a great share of the credit must go to the personal salesmanship of Robert Q. Lewis.

From the moment we first signed, we commenced to merchandise Lewis with all the power at our command. We merchandised Bob

DEAD END STREET

or very rigorous mortis



A tourist driving along a Texas Panhandle road passed a cemetery with an excavation and stopped to chat with the steam shovel operator who had just completed it. "That big hole over there with the ramp—what's it for? Some mass burial after a local catastrophe?"

"Nope," the operator replied, "it's for one guy. Funeral is due any minute."

Intrigued, the traveler waited. The hearse, a glistening Rolls Royce limousine, followed by a long line of cars, appeared shortly. Inside the Rolls was a commanding figure in snow white ten-gallon hat, silk shirt, gabardine suit and hand-tooled high-heeled boots. Close inspection revealed a long, unlighted cigar in the man's mouth. The chauffeur drove the Rolls down the ramp, walked out of the grave and signalled for the steam shovel operator to start filling.

"Man," commented the tourist, "those Texans sure know how to live!"

* * *

Amen. Amarillo is also first in the nation in retail sales per household.

KGNC - AM & TV

Amarillo

NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Why is nighttime Radio like

Too much emphasis in one place! Too much of nighttime radio is still designed for the living room . . . for family listening. But radio has left the living room! People are listening to radio a *new way* . . . radio has become the *other room* medium, the *personal* medium. To the man in his den, the wife in her kitchen, the kid in his bedroom, the driver in his car, radio is an intimate thing—a close, personal friend. That's why ABC Radio has developed a *new concept* of sound broadcasting . . .

NEW SOUNDS FOR YOU

Listen! NEW SOUNDS FOR YOU is a new specially-tailored concept for today's listener, and today's pattern of radio listening. Here, for the first time, is nighttime programming of short, regularly scheduled features of enormous personal interest to the individual.

Listen! NEW SOUNDS FOR YOU—two and one-half hours of new programs every Monday through Friday (7:30-10:00 PM, NYT)—starts October 26th. In concept and approach, it is absolutely brand new in major network radio. Each half-hour is a 25-minute program comprised of *5-minute and 10-minute* segments, plus a five-minute newscast. In this exciting new pattern, each thematic program (Events of the Day . . . The World Around You . . . Your Better Tomorrow . . . Sound Mirror . . . Offbeat) is lively, informative, personalized listening on a continuing basis!

Listen! NEW SOUNDS FOR YOU is an enormous opportunity for advertisers: the opportunity to sponsor complete, regularly scheduled 5- and 10-minute segments of NEW SOUND at a cost that is remarkably low. It is nighttime radio's most efficient, most modern, most exciting buy! Let us give you all the facts and figures. Phone ABC Radio today!

LISTEN . . . . the new

Grandma's Bustle?

sound of ABC Radio

HE LINED IT UP

RAB PRESIDENT Kevin Sweeney was responsible for setting up that organization's first annual National Radio Advertising Clinic. He was assisted in arranging the program by national promotion director J. Norman Nelson.

to the trade, and we sold him to the public. Well known and well liked, a personality of this kind adds a lot of extra fuel to the merchandising fire. From time to time, we have even gone so far as to adjust our package labels so that Lewis' picture appears right on the bottle. We use his picture on all our display pieces, and in our literature—and in magazine and newspaper ads. We have had Bob appear in person at sales meetings. In every conceivable way, we endeavor to cash in on his popularity. That is part of what we are paying for. We intend to make the most of it.

Has Pine-Sol advertising paid off? It has. Today Pine-Sol is sold in all parts of the United States. Moreover, its reputation has spread far beyond the continental United States. Pine-Sol is now sold in 16 foreign countries. Here at home, it has become a staple item of assured profitable turnover in all the leading chains and most independents. As would be expected, imitators have sprung up in some localities. But Pine-Sol is today the established national leader by so great a margin that there is not even a close runner-up. Radio helped put Pine-Sol where it is today. And we intend that radio shall keep it there.

As with so many companies that build a business on a single product, we eventually reached the point where the addition of another product appeared desirable to support our expanding sales organization. Consequently we commenced looking around to see if we couldn't find a worthy stablemate for Pine-Sol. About a year ago, we ran onto an opportunity that seemed to us to be just what we were looking for. The product was called Perma starch—a very special kind of starch that penetrates the fabric. One starching will last 10 to 15 washings, and housewives like that feature.

By coincidence, Perma starch had been on the market about the same length of time as Pine-Sol. It had national distribution and loyal consumer acceptance. After extended negotiations, we took over the Perma starch business about the first of this year. We began at once to apply the merchandising and advertising formulas used so successfully for Pine-Sol. This, of course, included the use of radio advertising. By purchasing an extra segment on the *Robert Q. Lewis Show*, we were able to put our master salesman to work immediately for our new product.

We are very happy about results this year on Perma starch. During the first nine months of 1955, Perma starch sales exceeded those of last year by just 107%! I won't give radio all the credit for that achievement, but it has played its part without any question.

Our plans for next year call for an expanded use of radio for both Pine-Sol and Perma starch. Network-wise, in addition to the *Robert Q. Lewis Show*, our products will be advertised on *Breakfast Club, Amos 'n Andy*, and the *Bing Crosby Show*. In addition to radio, we shall use magazines, newspapers and some spot tv. But radio, as in the past, will be our major medium, the backbone of our effort.

Don't let anyone fool you about radio. Radio today is a vital, vigorous, live selling force that delivers its punch at a blow-by-blow cost far lower than anything else on the market. Don't sell radio short.

I know that you people in radio have problems. And one problem you have is being brought home to me forcefully, and all too often, by my brokers and customers.

As sold as I am personally on radio advertising, I no longer find that same acceptance from my brokers and salesmen and customers. I'm sorry that I have to say this, but it's true. They don't respond to radio like they formerly did. The glamor girls, the sirens, have caught their eye. And it isn't just television. Look at the terrific job of merchandising done on the trade by magazines like *Life* and others. The trade is being lured away from radio—unjustly, I am sure, but that doesn't alter the facts of life.

Ladies and gentlemen, are you doing anything *you* can to sell and re-sell the value of your medium to food brokers, and wholesalers, and retailers and others who carry the products *you* hope to advertise? Remember, their opinions, their desires pack a lot of weight at the time media lists are being made up. It helps your cause immeasurably when they favor your medium.

I hope you will forgive me for this observation. But the subject is an important one to me. I am sold on radio—but it would help me a lot if my brokers and customers understood its value as I feel that I do. The responsibility is yours. No one else can do it. But as I view it, it is one of radio's most important problems.

Let me repeat. Today as ever, radio is a lusty, vigorous influence on the consumer. But it must have that same vigor when applied to the trade if it is to enjoy the full fruits of success to which it most assuredly is entitled.

And when I say "entitled," I use the word advisedly. I hear many products advertised on radio today that have a quick and ready-built appeal to the housewife—such as foods, cosmetics and so on. "Glamor products," I call them. And I am sure radio must be doing a good job for these products or they wouldn't be on the air.

Pine-Sol, on the other hand, is anything but a glamor product. It's a tough product on which to make that first sale. Actually, we don't expect one message to move a lot of our merchandise. We feel that we must depend upon repetition. We find radio the cheapest, the most economical means we know of to achieve repetition.

Hence we can say definitely and positively, from our own experience, that radio can and *does* sell tough products. If you have a tough product to sell, my advice is, use radio!

Barnes, Sarnoff Set Eastern AAAA Talks

HOWARD G. BARNES, vice president in charge of network programs, CBS Radio, will share the platform with Robert Sarnoff, executive vice president, NBC, in a discussion on "Network Radio Programming in a Tv Age" at the eastern annual conference of the American Assn. of Advertising Agencies, being held today (Monday) through Wednesday at the Hotel Roosevelt in New York [B•T, Oct. 10].

The radio-tv programming meeting will be held Wednesday morning. Also scheduled, but unreported last week, is a talk by Horace Schwerin, president of Schwerin Research Corp., New York, before the copy and art group meeting Tuesday afternoon. Mr. Schwerin will explore how a tv commercial's sales effectiveness can be increased by improving its "mood." He will illustrate his talk with kinescope examples. Another principal speaker at that session will be Leo Burnett, board chairman, Leo Burnett Co., Chicago, whose topic is "Finally—There Has to Be an Ad." Harold L. McClinton, president of Calkins & Holden Inc., New York, will preside over the copy and art session.

Other meetings scheduled cover media, account management and servicing, research, business and industrial advertising and marketing.

Bailey Joins McCann-Erickson

ARTHUR A. BAILEY, former president of Ward Wheelock Co., Philadelphia, has been named executive vice president, Marschalk & Pratt Div., McCann - Erickson, effective Nov. 1, it was announced last week by Samuel L. Meulendyke, president of the division.

MR. BAILEY

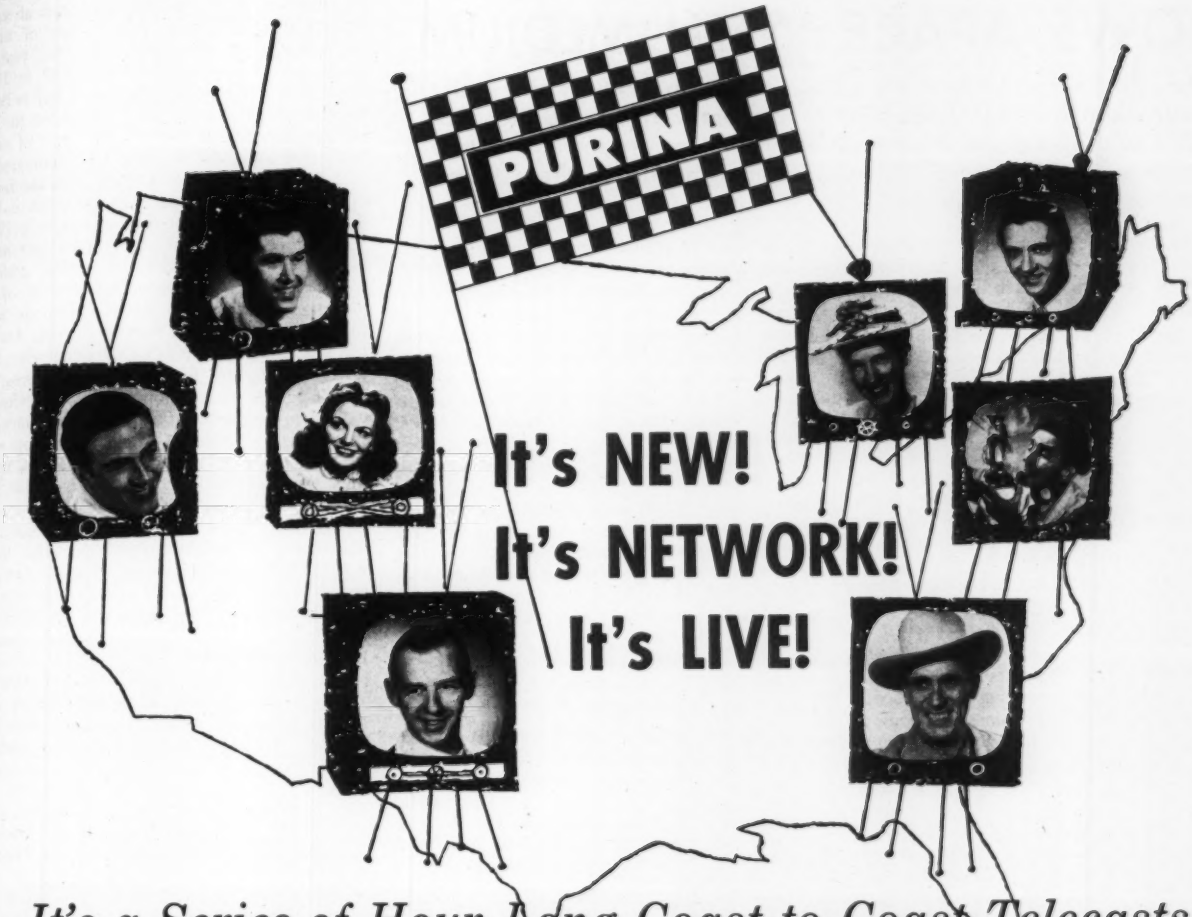
Mr. Bailey left the Ward Wheellock agency in 1954 to join Harry B. Cohen Adv. as a vice president and member of the agency's account management group.

Forrest to Hicks & Greist

DR. C. DORSEY FORREST, professor, marketing and advertising, Indiana U., has been named director of marketing and research, Hicks & Greist, New York, it was announced last week by Harold Greist, president of the agency. Dr. Forrest had been associated with BBDO, Benton & Bowles, and Needham, Louis & Brorby agencies, taught advertising and marketing at the U. of Southern California, Texas Christian U., Ohio State U., U. of Washington and Northwestern U.

Forest Joins Esty Co.

JOSEPH FOREST, vice president and creative director, Transfilm Inc., New York, has joined William Esty Co., New York, as executive producer in tv commercial dept., it was announced last week by James J. Houlahan, president. Mr. Forest has been assigned to Colgate-Palmolive Co., General Mills, and R. J. Reynolds Tobacco Co. accounts. At Transfilm, Mr. Forest was said to be responsible for the first commercials to win a "Sylvania Award." He also wrote and produced the 1955 Golden Reel Award Film, "The Story of Light."



It's a Series of Hour-Long Coast-to-Coast Telecasts of the One and Only Grand Ole Opry!

WSM's Grand Ole Opry stars rolled 'em in the aisles from coast-to-coast for 30 years on radio. Now Purina sponsors a series of Opry Spectaculars—one every fourth week starting October 15th—bringing the Grand Ole Opry cast of 125 entertainers to 130 markets coast-to-coast via the ABC-TV network. It's further recognition of the potent selling power of the Grand Ole Opry.

WSM-TV

CHANNEL 4 - NASHVILLE, TENN.
NBC-TV AFFILIATE
Clearly Nashville's #1 TV Station
Irving Waugh, Commercial Manager
Edward Petry & Co., Inc., National Advertising Representatives

VIDEOTOWN'S TV APPETITE GROWS APACE WITH MEDIUM

In its eighth annual report on a town picked in 1948 as a test city, Cunningham & Walsh finds that even more viewers are being attracted to the medium. Furthermore, tv families are increasing total number of hours before the set. Radio listening in these homes continues to remain high.

TELEVISION viewers—and there are more of them—are devoting more of their leisure time to watching programs which they select with greater care.

The appetite of the American family for tv has increased even as the medium continues to attract new fans, according to the 1955 Videotown report released last week by Cunningham & Walsh.

What about other habits of the average American family?

The pattern of adjusting the work-and-play schedules to fit tv viewing—a pattern which for the first time was being set among families last year—has continued. The housewife gets her chores done during the day, grouping morning and afternoon work so as to accommodate favorite tv fare in those periods and leaving her free to spend evenings with tv.

Repeating the trend of last year, the family is reading more and attending more movies. Radio listening in the tv homes is about the same.

This is the eighth Videotown report by Cunningham & Walsh, New York advertising agency, which since 1948 has been conducting the study of trends in tv sales and set usage and the impact of television on family life in Videotown. The town actually is New Brunswick, N. J., which has a little more than 30,000 population and is located 30 miles from New York, within good service range of the city's seven tv stations.

More Videotowners (17% or nearly double the number last year) have seen color, and two-thirds of this number prefer it to black-and-white.

But economic considerations keep a tight purse string on potential purchases. Videotowners, reports Cunningham & Walsh, are not anxious to pay high prices for color.

They will pay, on an average, $336 for a color set with an 18- to 21-inch screen (a price which is well below the cost of color sets currently being marketed). Thus, although interested in color, viewers are content to wait patiently until receivers enter popular price brackets. While viewers are not willing to buy color sets now, some 25% of those expecting to buy tv sets in the future thought they would purchase those which can receive color.

Because the World Series this year was telecast in its entirety in color, C & W made a special survey of Videotown's dealers just after the series ended. Eleven major dealers who were interviewed reported five color sets sold—two to bars and three to private individuals.

Dealers report they do not expect to sell many color receivers next year (1956), because of price and because customers do not feel that the "handful of color shows on the air warrants the extra cost."

Gerald Tasker, vice president and director of research at C & W, says that in the days before television the housewife spread out her work leisurely over the whole day. That schedule now is out. When tv came around, Mr. Tasker explains, she began to organize her work in mornings or around dinner time to free her evenings for viewing and other activities. In 1955, he says, the housewife has continued this pattern of budgeting time except that she is watching her favorite morning and afternoon programs between concentrated work periods.

The Videotown wife now watches an average of more than 3½ hours per day, about 10 minutes longer than last year. Of all the wives, 92% view their sets sometime during the day or evening. In the morning, viewing has fallen off a little (to 17% from 22% in 1954). Mr. Tasker believes this drop probably can be attributed to telecasts last year of Army-McCarthy hearings. Afternoon viewing by women is still going up, however, and now is at 27%, nearly triple the 10% in 1951 and more than 1952 (18%), 1953 (19%) or 1954 (25%).

All day viewing averages of both wives and families have increased substantially (92% for wives, or 20% more than in 1951, 87% for all people, or 17% more than in 1952).

Radio listening in tv homes finds the average of wives tuned in to be stable (52% this year and last) but the average of family listening is up (from 30% in 1954 to 33% this year). Slight drops in radio listening in the daytime are evidenced by wives but the average for the family in the daytime is at the same level as in 1954, except for morning listening which is up.

In about 10% of the tv homes, radio and tv sets were turned on at the same time at some-time during the day. Total hours of wives' tv viewing, all day, are 3.76 this year as compared to 3.41 in 1954 and 3.07 in 1953. For the family (all people), the all day tv hours viewed are 3.11 this year compared to 2.77 in 1954 and 2.68 in 1953. Total hours of wives' radio listening, all day, is 1.19 compared to 1.25 in 1954 and 1.29 in 1953. For the family (all people), the total listening hours is 0.57 this year (same as last year and 0.56 in 1953).

Viewing of both old tv owners and newer set owners follows generally similar patterns, with husbands and wives doing most of the viewing during the weekday evenings when the family is gathered around the set. Average for husbands per weekday evening, when they watch, is slightly higher than for wives, but a little lower in total hours of evening viewing. Contrary to popular belief, children under 10 spend the least amount of time watching, some 11 hours a week, Monday-Friday, although their teen-age brothers and sisters watch from 12 to 13 hours.

A trend toward greater selectivity continues unabated with each member of the family watching longer during the week but not spending as many hours viewing on any one evening as in the past. Nineteen out of 20 sets are turned on for 4¼ hours each evening. Dad and Mom watch more than 14 to 15 hours, respectively, Monday-Friday (evenings).

The Videotown study continued to ask opinions as well as gather viewing habits. This year, families were asked if there were conflicts among members in the choice of programs. About 30% said there was dissension. The data gathered indicated that Dad still rules, particularly when major sports events are being televised. In over half the cases of opposing favorites in programs, Dad got his way; Mother's wishes were victorious in more than a quarter of the cases while the children had their way the rest of the time.

Magazine reading increased 50% over last year while the number of weekday night movie attendances jumped 60% over 1954.

Videotown residents with tv sets are likely to have more than one radio in the house, and one set usually is in the kitchen. Of the 76% of tv owners who also own cars, some 85% of the cars are radio-equipped.

The purchase of tv sets has been going down steadily in Videotown as saturation approaches (87% as of last May), although last year marked a surprise reversal of the trend when 1,793 sets were sold. A substantial number (25%) bought last year because of reduced prices and special offers. Many set buyers had not expected to purchase a receiver but then found themselves in a position to do so. Still others (a small percentage) had been waiting for color but gave up because of price. Some, for example, found it cheaper to buy a new set than to repair the old.

The latter reasoning also accounts to some extent for the second-set market not coming up to expectations, Mr. Lasker notes. The number of two-set homes in April 1954 was 5% and in June 1955 the figure was 7%. Most of the new two-set owners, it is found, keep their old set around until the tube wears out, thus the net number of two-set owners has remained small. Favorite room for the second set is the bedroom (44%) or the recreation room (33%). One-set owners do not, as a rule, consider a second set because they either feel they do not need another or because "the house is too small."

In past years, sales to new owners accounted for more than half of total tv set sales. But in

OFF AGAIN

FOR THE PAST eight years Cunningham & Walsh interview teams like this one have been detraining at the New Brunswick, N. J., station to study the impact of television. They have watched tv habits mature with the medium. They have seen novelty viewing turn into reliable patterns. This year they saw that:

- Work-and-play fit tv viewing.
- Reading and movie-going are up.
- People are cool toward color at present prices.
- Radio listening remains high.

A SINGLE MARKET STATION
IN A SEVEN STATION AREA

The expected is a reality . . . . "Pulse" proves that in the rich 25 county "Southeast Alabama" market, WSFA TV is winning . . . WINNING BIG . . .

SHARE OF AUDIENCE

	Total WSFA TV	Total six TV stations
7 AM—12 Noon	77	23
12 Noon—6 PM	68	32
6 PM—11 PM	64	36

A success story built on know-how . . . Let your Katz Man give you the details.

THE OLD ORDER CHANGETH . . . Giving way to the new . . . thru the miracle of television . . . WSFA TV . . . Powerful . . . 316,000 watts . . . NBC affiliate . . . programmed by men of experience to such perfection-that most people-view WSFA TV-during all periods . . . morning . . . noon . . . and night . . .

Your message will be seen more . . . mean more.

Dominant in all phases . . . More dominant in local news coverage . . . Fully equipped for remote pick-up or film.

Producing continuous up-to-date AREA news coverage makes WSFA TV a home town station wherever viewed.

NBC

Represented by THE KATZ AGENCY, INC.

Owned and operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
The Farmer-Stockman,
WKY, WKY-TV, WSFA, & WSFA-TV

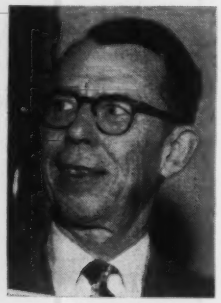
VIEWING AND LISTENING HABITS IN VIDEOTOWN

This table illustrates how people in Videotown through the years have watched television and listened to radio. These statistics pertain to television homes. Figures show percent of people watching or listening to their home sets at some time during the period indicated.

	WATCH TV					LISTEN TO RADIO				
	1951	1952	1953	1954	1955	1951	1952	1953	1954	1955
Wives										
Morning	2%	10%	12%	22%	17%	25%	33%	42%	45%	43%
Afternoon	10	18	19	25	27	15	19	16	17	13
Evening	71	73	78	79	89	7	13	12	15	14
All Day	72	76	80	83	92	34	42	50	52	52
All People—Average										
Morning	1	5	8	14	11	10	15	12	23	25
Afternoon	7	15	14	16	20	6	9	8	8	8
Evening	68	70	73	74	85	5	8	9	10	10
All Day	70	72	76	77	87	16	22	28	30	33

the first few months of 1955, the trend was reversed for the first time with only one-quarter of the sales to new owners. C & W predicted that in the future sales will have to come from replacement of small screens, from worn-out sets and from newlyweds.

Of those who are interested in buying a new receiver, 32% (compared to 50% last year) would do so because of a desire for a larger screen but 40% (compared to only 14% last year) wish a new set because of the receiver's poor performance (indicating a rise in the replacement factor). Some 16% would like a new receiver as a second set. Although last year some 9% said they wanted a new set in order to get color, nobody this year gave this as a reason. (In fact, C & W reports a continuing decline in color interest as an incentive to buy a new receiver—17% in 1953, only 9% in 1954 and 0% this year.)



MR. TASKER

The 21-inch tv set by far dominates all other screen sizes in tv set sales. In the first six months of 1954, 69.2% of the sales in Videotown were of that size, and 60.4% for the second half of last year. Second largest group is the 17-18-inch size (10.3%, first half of last year; 22.9% for second half of the year).

To return to the "average tv family" in Videotown, these comparisons are made: the average size of two-set families is 5.42; of families who replaced their tv set, 3.98; of all tv families, 3.53; of new tv families, 3.03; of non-tv families, 2.11. These figures compare to an average Videotown family of 3.35, or only .18 less than the average tv family in Videotown.

Nielsen Plans 2d Study Of Radio-Tv Coverage

SECOND nationwide Nielsen Coverage Service study on radio and tv ownership and station coverage will be undertaken early next year by the A. C. Nielsen Co., it was announced last week by Arthur C. Nielsen, president. He described it as "the industry's first new survey of this type in four years."

The decision to proceed with NCS No. 2, Mr. Nielsen said, stemmed from the results of a comprehensive industry-wide survey of broadcasters, advertisers and advertising agencies completed recently by the Nielsen organization. More than 800 replies to this survey, Mr. Nielsen said, "indicated broad support of new radio and tv coverage measurements, county by county, and urged that they be undertaken as soon as possible." He reported that 72% of the replies from radio stations and 86% of the tv station replies "indicated intense interest in such measurements, while agencies and advertisers were equally vocal in their expressions of need for new studies."

The Nielsen organization began measuring network and program audiences in 1936. The first Nielsen study of individual station coverage —referred to as NCS No. 1—was made in 1952, covering both radio and tv stations and networks. During the fall of 1953, the firm conducted an interim television ownership and coverage study for CBS-TV. Mr. Nielsen observed that no figures on radio or tv station coverage have been available for general subscription since the 1952 survey results were published.

Mr. Nielsen noted that the decision regarding the timing of NCS No. 2 had been withheld until now, pending clarification of plans of the NARTB Tv Circulation Committee. He explained that he had hoped that the results of the committee's study might have been available for reference in planning NCS No. 2.

"It is now apparent," Mr. Nielsen continued, "that this is not feasible in view of the committee's recent announcement that their tests are not yet completed and that their recommendations will not be forthcoming this year or next."

Mr. Nielsen also pointed out that this NARTB project is confined to tv, and added that there is "substantial" industry demand for early remeasurement of both radio and tv station coverage.

$200,000 Weekly Campaign Planned for Tv by Antell

CHARLES ANTELL Inc., Baltimore and New York, through Product Services Inc., plans to spend $200,000 weekly for time alone in a pre-distribution, saturation tv campaign of Super Lanolin Liquid.

The television campaign includes sponsorship of *Ted Mack Show*, NBC-TV, 3:15-3:30 p.m., five times weekly, effective Oct. 7, with an expenditure of approximately $50,000 weekly. This is in addition to the company's sponsorship of *Search for Beauty* on NBC-TV daily, 10:30-11 a.m., costing $50,000 weekly. The cosmetic firm also is negotiating for two nighttime half hours on ABC-TV plus an hour and a half spread on *Ozark Jubilee*.

Boyle Heads Trendex Survey; Neu Is Successor at Starch

DR. D. MORGAN NEU, technical director for tv research, Daniel Starch & Staff, has been named director of the Starch television program, succeeding Jack Boyle, who has resigned to head the newly formed Qualitative Research Inc.

DR. NEU

Qualitative Research is a separately operated subsidiary of Trendex Inc., New York, which will handle reports on selected tv commercials or programs, using primarily the immediate recall technique. Mr. Boyle, who was a vice president with Starch, has been elected president of Qualitative.

Dr. Neu, who joined Starch in 1950, has been instrumental in developing the present Starch programs on tv commercials. Starch immediate recall studies of tv commercials are the outgrowth of more than five years of experimentation by the organization into means of "economically measuring the effectiveness of television commercials" Starch will continue to make available to clients data—norms, analyses and kinescope recordings—of hundreds of commercials studied to date.

Qualitative's offices are at 535 Fifth Ave., New York; Tel.: Murray Hill 7-5060.

Pure Maple Syrup Group Not Yet Set on Agency

100 PERCENT Pure Maple Syrup Institute, St. Johnsbury, Vt., recently established association of leading packers and producers of maple syrup, has retained Bosh Stack Assoc., New York public relations firm. New complete PR campaign will make use of filmed tv shorts on the maple syrup industry, clarifying the differences between pure and blended maple syrups.

Though the institute plans to make full use of spot radio, no plans have as yet been drawn up since no agency has been picked for the organization. Currently, "eight to 10 agencies are handling the radio and television business of the various producers throughout the U. S. and Canada," according to Bosh Stack, account executive and president of his own firm.

Thomas, Siddall Elected To Procter & Gamble Board

EDWIN J. THOMAS, president of the Goodyear Tire & Rubber Co., Akron, Ohio, and Kelly Y. Siddall, vice president of Procter & Gamble, were elected to the board of directors of Procter & Gamble, Cincinnati, by the shareholders at their annual meeting last week.

In his annual report to P & G stockholders, R. R. Deupree, chairman of the board, predicted that the company's business "will continue good during the next year." Continued emphasis on research projects and the organization of P & G's business into separate, well-defined lines of activity were cited as two major efforts by P & G to meet the competition in its industry.

WHO

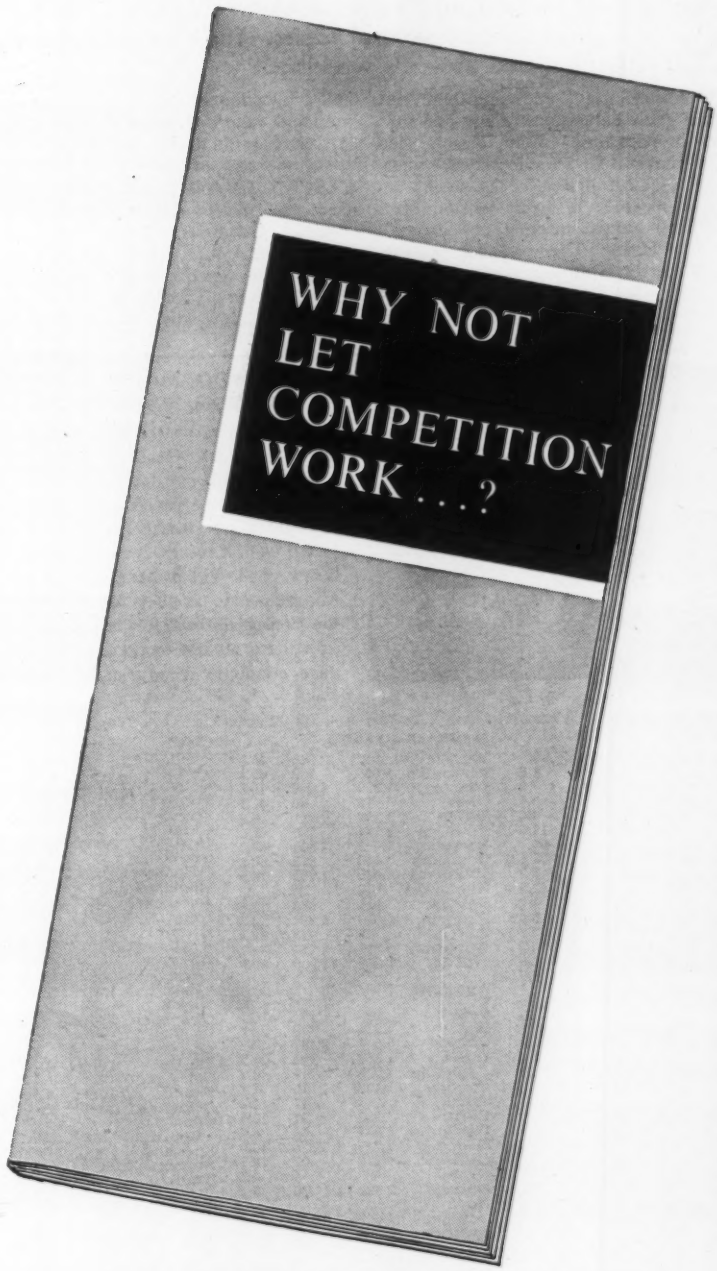
Recommends Revision of Federal Transportation Policy?

WHAT

Are Some of the Major Revisions Recommended?

WHY

Legislation to Carry Out These Recommendations Deserves Your Support.



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"WHY NOT LET COMPETITION WORK?"

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KAROL SEES NEW RADIO 'DIMENSIONS' IN TALK TO CENTRAL AAAA REGION

Two-day annual meeting of Central AAAA Region in Chicago features workshop sessions on several topics. The most popular topic: '$64,000 Question' and how it's working.

RADIO has "found itself" and soon there will be additional "new dimensions of use and usefulness to broadcasting," John Karol, vice president in charge of CBS Radio network sales, told the AAAA Central Region last week.

Mr. Karol spoke at a media session of a two-day council annual meeting at Chicago's Conrad Hilton Hotel. The workshop sessions were held concurrently on such topics as media, copy and art work, account management, research, merchandising-marketing, tv creativity and production of commercials. Vincent Bliss, president, Earle Ludgin & Co., presided as AAAA Central Region chairman.

On the lips of most AAAA speakers was CBS-TV's *$64,000 Question*, with added comment on panel-audience shows by William Todman, Goodson-Todman Productions.

Mr. Karol told AAAA delegates that advertisers can reach a weekly audience of about 22 million people for $8,400. He added:

"I don't know what $64,000 would get you, but one-third of that amount will bring your advertising to some 50 million people."

Whether advertisers are inclined toward full program ownership or sponsorship or emphasis on frequency, he asserted, "network radio is now in a position to fulfill the individual requirement of any acceptable product."

There have been three factors in the "patterns of listening," Mr. Karol declared: television, the omnipresence and omniprescience of radio in every room and radio's sheer size—132 million sets.

The "truly long life personal radio" will be developed as the result of the transistor, even in console models, Mr. Karol felt. He stated: radio no longer will be tied down by its "umbilical power cord or handicapped by short-lived battery packs.... The time is not distant when radio will be the constant companion of virtually everyone."

Other points made by the CBS radio executive:

- For most advertisers a carefully coordinated combination of media is usually the "most satisfactory."
- Automotive manufacturers need not eliminate the color shots of their newest models in printed media but, equally they should tell people "about the superiority of [their] make through radio."
- Radio and tv are becoming "an increasingly valuable combination of media." Advertisers are abandoning alternate day-after-day sponsorship patterns and other slottings in television and a goodly number of them who used tv to introduce new model products are, through their agencies, "studying or using radio schedules for these products."

Appearing with Mr. Karol on the Thursday media panel, under chairmanship of George A. Bolas, media director, Tatham-Laird Inc., Chicago, were Mr. Todman of Goodson-Todman; Taft B. Schreiber, vice president, Music Corp. of America; Arthur H. (Red) Motley, president, Parade Publications Inc., and Edward von Tress, vice president, Curtis Pub. Co.

AAAA's Central Region held a closed management session Thursday morning, with discussion centered on the government's anti-trust complaint against AAAA and media associations on the traditional 15% commission and other factors. No formal action was taken, however, and no statement was forthcoming from Mr. Bliss as of late Thursday.

Frederic R. Gamble, AAAA president, was moderator over a panel including Henry G. Little, president, Campbell-Ewald Co., Detroit and AAAA board chairman; Robert D. Holbrook, president, Compton Adv. Inc., New York, AAAA vice chairman; J. D. Danforth, vice president, BBDO, New York, and George Link Jr., New York, AAAA general counsel.

In other sessions, on general topics, speakers were Edward J. Lauesen, Fuller & Smith & Ross; Maurice H. Needham, president, Needham, Louis & Brorby Inc., with panel Chairman Joseph H. Epstein, Fitzgerald Adv. agency, AAAA director, and panelists Walter Buchen, The Buchen Co., and Emerson Foote, Rippey, Henderson, Kostka & Co., AAAA director.

Always New Ideas

Mr. Todman (*What's My Line, I've Got a Secret*, other panel shows) stressed that advertising brains and creativity will always develop a better program—"the right program for the right product at the right time," even where network and station time periods are sold out. He discussed secondary merchandising and noted that unexpected programs in unexpected time slots frequently do a selling job.

A concurrent session on copy and art featured Arthur Tatham, president, Tatham-Laird

COLORADO, MASSACHUSETTS, OREGON, WASHINGTON

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

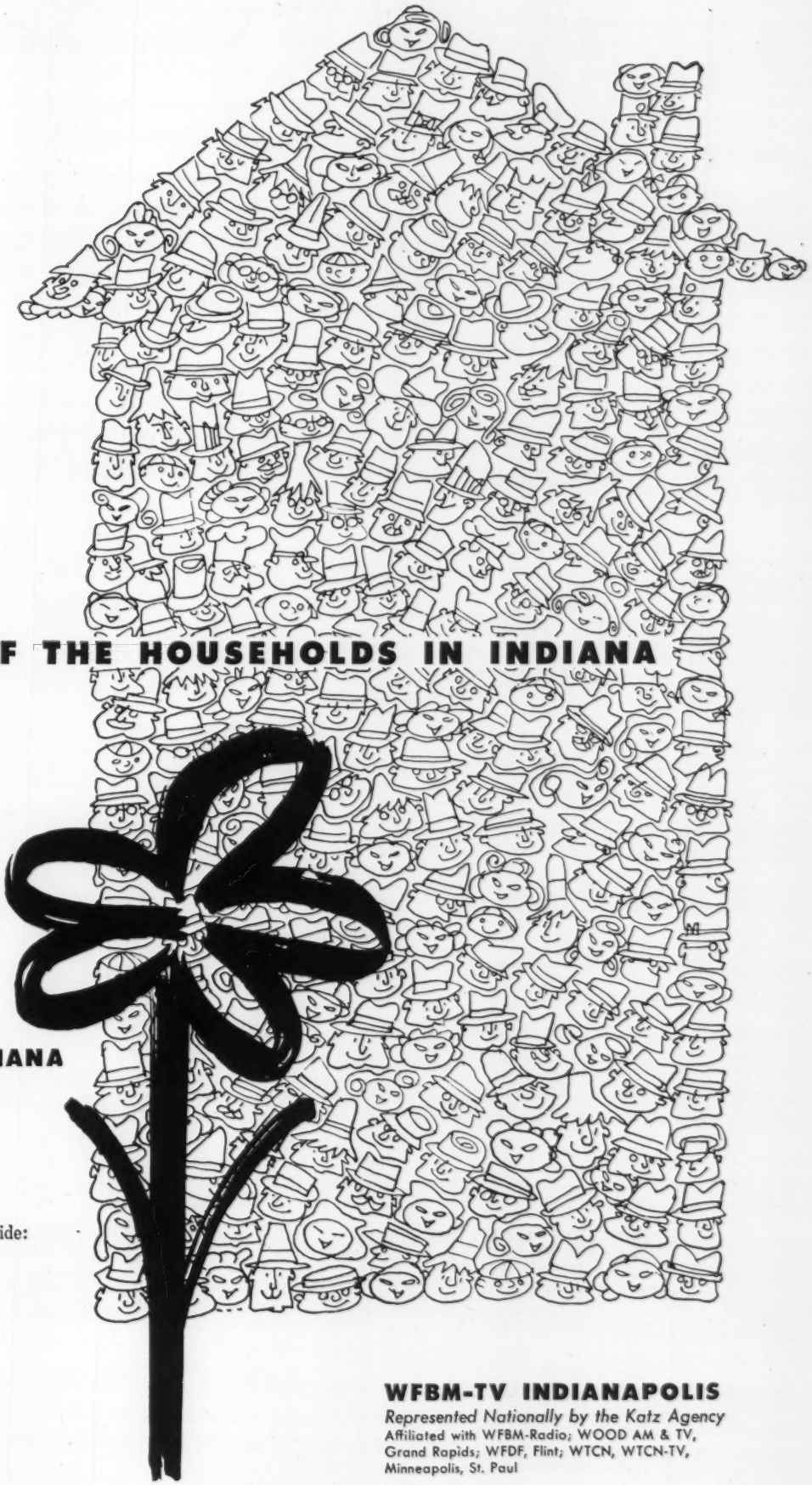
	Total Farms	With Tv	% Tv Farms
COLORADO			
Adams	1,286	843	65.6
Alamosa	398	19	4.8
Arapahoe	674	390	57.9
Archuleta	225	1	0.4
Baca	934	41	4.4
Bent	575	66	11.5
Boulder	990	625	63.1
Chaffee	199	34	17.1
Cheyenne	434	16	3.7
Clear Creek	14	6	42.9
Conejos	732	53	7.2
Costilla	380	12	3.2
Crowley	442	155	35.1
Custer	171	33	19.3
Delta	1,416	94	6.6
Denver	107	66	61.7
Dolores	203	---	---
Douglas	350	152	43.4
Eagle	179	3	1.7
Elbert	733	300	40.9
El Paso	897	328	36.6
Fremont	883	245	27.7
Garfield	677	7	1.0
Gilpin	17	7	41.2
Grand	191	20	10.5
Gunnison	221	---	---
Hinsdale	40	---	---
Huerfano	353	34	9.6
Jackson	112	18	16.1
Jefferson	1,171	752	64.2
Kiowa	443	57	12.9
Kit Carson	1,085	16	1.5
Lake	17	2	11.8
La Plata	833	24	2.9
Larimer	1,521	913	60.0
Las Animas	818	49	6.0
Lincoln	656	160	24.4
Logan	1,327	206	15.5
Mesa	2,443	414	16.9
Mineral	20	---	---
Moffat	329	1	0.3
Montezuma	941	20	2.1
Montrose	1,316	90	6.8
Morgan	1,370	745	54.4
Otero	955	293	30.7
Ouray	118	1	0.8
Pack	159	12	7.5
Philips	560	35	6.3
Pitkin	82	---	---
Prowers	904	21	2.3
Pueblo	1,037	564	54.4
Rio Blanco	228	---	---
Rio Grande	534	---	---
Routt	531	13	2.4
Saguache	302	9	3.0
San Juan	0	---	---
San Miguel	112	10	8.9
Sedgewick	417	16	3.8
Summit	36	1	2.8
Teller	95	11	11.6
Washington	1,162	262	22.5
Weld	4,087	2,773	67.8
Yuma	1,307	63	4.8
TOTAL	40,749	11,101	27.2

	Total Farms	With Tv	% Tv Farms
MASSACHUSETTS			
Barnstable	512	246	48.0
Berkshire	1,088	752	69.1
Bristol	1,610	1,287	79.9
Dukes	72	30	41.7
Essex	1,197	921	76.9
Franklin	1,541	729	47.3
Hampden	1,412	904	64.0
Hampshire	1,610	872	54.2
Middlesex	2,245	1,762	78.5
Nantucket	11	---	---
Norfolk	915	666	72.8
Plymouth	1,846	1,364	73.9
Suffolk	35	15	42.9
Worcester	3,267	2,420	74.1
TOTAL	17,361	11,968	68.9
OREGON			
Baker	998	101	10.1
Benton	1,153	370	32.1
Clackamas	5,607	2,487	44.4
Clatsop	697	172	24.7
Columbia	1,773	719	40.6
Coos	1,408	15	1.1
Crook	393	17	4.3
Curry	390	41	10.5
Deschutes	1,067	44	4.1
Douglas	2,155	235	10.9
Gilliam	212	27	12.7
Grant	403	2	0.5
Harney	322	10	3.1
Hood River	1,002	275	27.4
Jackson	2,647	1,228	46.4
Jefferson	590	69	11.7
Josephine	1,443	481	33.3
Klamath	1,297	75	5.8
Lake	426	8	1.9
Lane	4,042	1,229	30.4
Lincoln	677	71	10.5
Linn	3,196	935	29.3
Malheur	2,446	891	36.4
Marion	4,543	1,934	42.6
Morrow	463	24	5.2
Multnomah	1,680	886	52.7
Polk	1,605	532	33.1
Sherman	265	82	30.9
Tillamook	857	215	25.1
Umatilla	1,885	143	7.6
Union	987	51	5.2
Wallowa	686	33	4.8
Wasco	805	110	13.7
Washington	3,676	1,558	42.4
Wheeler	173	---	---
Yamhill	2,473	863	34.9
TOTAL	54,442	15,933	29.3
WASHINGTON			
Adams	639	369	57.7
Asotin	465	63	13.5
Benton	1,483	293	19.8
Chelan	1,875	184	9.8
Clallam	1,068	531	49.7

	Total Farms	With Tv	% Tv Farms
Clark	4,100	2,094	51.1
Columbia	356	112	31.5
Cowlitz	1,362	585	43.0
Douglas	990	228	23.0
Ferry	403	84	20.8
Franklin	413	57	13.8
Garfield	300	107	35.7
Grant	1,090	213	19.5
Grays Harbor	1,324	524	39.6
Island	657	430	65.4
Jefferson	356	226	63.5
King	5,181	3,427	66.1
Kitsap	1,550	1,091	70.4
Kittitas	1,131	96	8.5
Klickitat	796	180	22.6
Lewis	2,793	887	31.8
Lincoln	1,051	676	64.3
Mason	526	306	58.2
Okanogan	1,770	89	5.0
Pacific	665	138	20.8
Pen Oreille	461	224	48.6
Pierce	3,611	2,338	64.7
San Juan	295	177	60.0
Skagit	2,352	1,048	44.6
Skamania	240	75	31.3
Snohomish	4,345	2,512	57.8
Spokane	3,594	2,287	63.6
Stevens	1,918	507	26.4
Thurston	1,766	936	53.0
Wahkiakum	376	137	36.4
Walla Walla	1,001	152	13.8
Whatcom	4,036	1,555	38.5
Whitman	1,961	1,157	59.0
Yakima	6,775	3,077	45.4
TOTAL	65,175	29,172	44.8

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Connecticut	Oct. 10, 1955
Idaho	July 25, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Minnesota	Aug. 15, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Wisconsin	Aug. 29, 1955



OVER HALF THE HOUSEHOLDS IN INDIANA

are in the area served by WFBM-TV

NO OTHER INDIANA TV STATION DELIVERS SO MUCH

Households state-wide:
1,305,400
Households WFBM-TV-wide:
695,840

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

Inc.; Leo Burnett, board chairman, Leo Burnett Co., and others under chairmanship of James Cominos, Needham, Louis & Brorby Inc.

Mr. Tatham reported on AAAA's Improvement of Advertising Content Committee. Its policy, he said, is now away from "antagonism" toward "constructive criticism," whether it be on tv commercials or in printed media. The committee has thought in terms of a code for violations of "deception, distortion and bad taste," but, Mr. Tatham pointed out, most violators are outside AAAA ranks.

Friday talks were devoted to advertising in the American economy, by Arno Johnson, vice president and research director, J. Walter Thompson Co.; Mr. Little, Campbell-Ewald; and Pierre Marlin Au, research director of the *Chicago Tribune*, which levied heavy assaults on tv advertising claims. Among other speakers: Bayard Pope, vice president, BBDO; Fairfax Cone, Foote, & Belding; William H. Herzog, S. C. Johnson & Son (Johnson's wax); H. Webber, vice president, FC&B; Norman Owen, distribution vice president, Zenith Radio Corp.; J. K. Laird, Tatham-Laird; Earle Ludgin, board chairman, Earle Ludgin & Co.; George Heinemann, NBC Central Div. program manager; Lincoln Schuerle, J. Walter Thompson Co.

Realignment of Personnel Announced by Geoffrey Adv.

KEY APPOINTMENTS were announced last Monday by A. G. (Jeff) Wade II for Goeffrey Adv., Chicago, as part of a realignment of agency assignments, with primary emphasis on new responsibilities for network and spot television.

The appointments, according to Mr. Wade, head of the agency, are designed to "further insure" better advertising for all clients. The principals involved are:

Lawrence W. Davidson, from creative director to product service director; Booth Luck, from television director to director of spot television and the television film department; Jack Farnell, from radio programs director to director of television network programs, and Peter C. Lund, former writer-producer, to radio programs director.

In their new capacities Mr. Davidson (with Goeffrey since 1936) will supervise handling of all agency advertising brands and coordinate work of brand supervisors with the agency's executive committee. Mr. Luck (with Goeffrey since 1942) will supervise production and use of all tv films for Wade clients. Mr. Farnell joined Wade in 1949 after leaving Schwerin Research Corp. and Mr. Lund has been associated with *Uncle Ezra, Quiz Kids* and other programs.

Booraem to LaRoche

HENDRIK BOORAEM Jr., vice president, McCann-Erickson, has joined C. J. LaRoche & Co., New York, as vice president in charge of radio-tv and member of the agency's plans board. Mr. Booraem will take over his new duties at McCann-Erickson on Nov. 1, it was announced last week.

MR. BOORAEM

Mr. Booraem has been with the McCann-Erickson agency for six years. He also has served as national program manager of Mutual Broadcasting System.

Nine Buy CBS Radio's Segmented Selling Plan

NINE ADVERTISERS have purchased a total of 21 five-minute segments in programs available under CBS Radio's segmented selling plan. The sales, which were made during the few weeks the new plan has been in effect, reflect new advertiser interest in network radio as "sparked" by CBS Radio's plan, according to John Karol, vice president in charge of network sales.

The sales were made to Philip Morris; Brown & Williamson Tobacco; Anahist; CBS-Columbia; Hallmark Cards; Buick (division of General Motors); General Foods Corp.; Father John's Medicine Co., and The Dromedary Co. (division of National Biscuit Co.).

In reporting these sales, Mr. Karol listed for agencies, clients and prospects the programs the network now sells on the segmented basis. They include the *Bing Crosby Show, Tennessee Ernie, Jack Carson, Amos 'n' Andy, Edgar Bergen Show, Galen Drake, Young Ideas, On a Sunday Afternoon, Peter Potter's Juke Box Jury, Kathy Godfrey's Show* and the *Mitch Miller Show*.

The weekday programs are evening strips while the others are weekend shows slotted in either daytime or evening periods. Costs are at uniform time and talent costs ranging from $1,440 to $2,100 for each five-minute segment on the full network, Mr. Karol explained.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending September 10, 1955

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all programs)		(647)
1.	Dragnet (NBC)	1,619
2.	People Are Funny (NBC)	1,572
3.	Best of Groucho (NBC)	1,526
4.	People Are Funny (NBC)	1,434
5.	Godfrey's Scouts (CBS Columbia) (CBS)	1,295
6.	Two for the Money (CBS)	1,202
7.	Gene Autry Show (CBS)	1,110
8.	Our Miss Brooks (Amer. Home) (CBS)	1,064
9.	True Detective Mysteries (MBS)	1,017
10.	News from NBC (Brown & Williamson Tob. Wed.) (NBC)	925
Evening, Multi-Weekly (Average for all programs)		(647)
1.	Lowell Thomas (CBS)	1,110
2.	News of the World (NBC)	1,064
3.	Amos 'n' Andy (CBS)	1,064
Weekday (Average for all programs)		(1,249)
1.	Our Gal, Sunday (Procter & Gamble) (CBS)	2,220
2.	Guiding Light (CBS)	2,173
3.	Helen Trent (General Foods-Toni) (CBS)	2,127
4.	Arthur Godfrey (Campana) (CBS)	2,127
5.	Arthur Godfrey (Kellogg) (CBS)	2,127
6.	Road of Life (CBS)	2,127
7.	Young Dr. Malone (Sleep-Eze & Toni) (CBS)	2,081
8.	Ma Perkins (CBS)	2,081
9.	Perry Mason (Procter & Gamble) (CBS)	1,988
10.	This Is Nora Drake (Bristol-Myers) (CBS)	1,988
Day, Sunday (Average for all Programs)		(462)
1.	Adventures of Rin Tin Tin (MBS)	1,017
2.	Woolworth Hour (CBS)	879
3.	Galen Drake (8:55) (CBS)	647
Day, Saturday (Average for all Programs)		(601)
1.	Gunsmoke (CBS)	1,757
2.	Robert Q. Lewis (Milner) (CBS)	1,202
3.	Allan Jackson-News (12:00) (CBS)	1,110

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Top 10 Spot Programs**
Aug. 27-Sept. 2, 1955

	Name of Program	% Tv Homes	Homes (000's)
1.	I Led Three Lives (Ziv)	17.7	5,666
2.	Liberace (Guild)	17.2	4,412
3.	Man Behind the Badge (MCA-TV)	16.2	2,274
4.	Eddie Cantor (Ziv)	15.9	4,247
5.	Mayor of the Town (MCA-TV)	15.8	2,550
6.	Badge 714 (NBC-Film)	15.6	3,843
7.	Death Valley Days (McC-Erick.)	15.4	1,700
8.	Mr. District Attorney (Ziv)	15.2	4,665
9.	Soldiers of Fortune (MCA-TV)	15.1	4,560
10.	Science Fiction Theatre (Ziv)	15.0	4,186

Copyright, Videodex, Inc.

** Appearing in a minimum of 20 markets.

ON THE AIR

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 18 (9:30-10 p.m. EDT) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner Adv. on alternate weeks (also Oct. 25).

Oct. 20 (8:30-9:30 p.m. EDT) *Climax*, Chrysler Corp. through McCann-Erickson.

Oct. 22 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Oct. 29).

Oct. 22 (9:30-11 p.m. EDT) *Ford Star Jubilee*, "Together With Music," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Oct. 17-21 (5:30-6 p.m. EDT) *Howdy Doody*, participating sponsors (also Oct. 24-28).

Oct. 17 (8-9:30 p.m. EDT) *Producers Showcase*, "Cyrano de Bergerac," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Oct. 18 (8-9 p.m. EDT) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Oct. 20 (11 a.m.-noon EDT) *Home*, insert from East Lansing, Mich. Participating sponsors.

Oct. 23 (4-5:30 p.m. EDT) *Hallmark Hall of Fame* "Alice in Wonderland," Hallmark cards through Foote, Cone & Belding.

Oct. 25 (7-8:55 a.m. EDT) *Today*, insert from Greenfield Village, Dearborn, Mich. Participating sponsors.

Oct. 25 (11 a.m.-noon EDT) *Home*, insert from Greenfield Village. Participating sponsors.

Oct. 28 (7-8:55 a.m. EDT) *Today*, insert from Ann Arbor, Mich. Participating sponsors.

Oct. 28 (11 a.m.-noon EDT) *Home*, insert from Ann Arbor. Participating sponsors.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

Allstate Takes Service Tilt

ALLSTATE Insurance Co. (auto & fire, comprehensive liability insurance) will sponsor on MBS the Army-Navy football game to be played Nov. 26 in Municipal Stadium, Philadelphia. Christiansen Adv., Chicago, is the agency.

WJAR-TV 10

PROVIDENCE OFFERS ADVERTISERS

The Powerful Double AA Food Merchandising Program

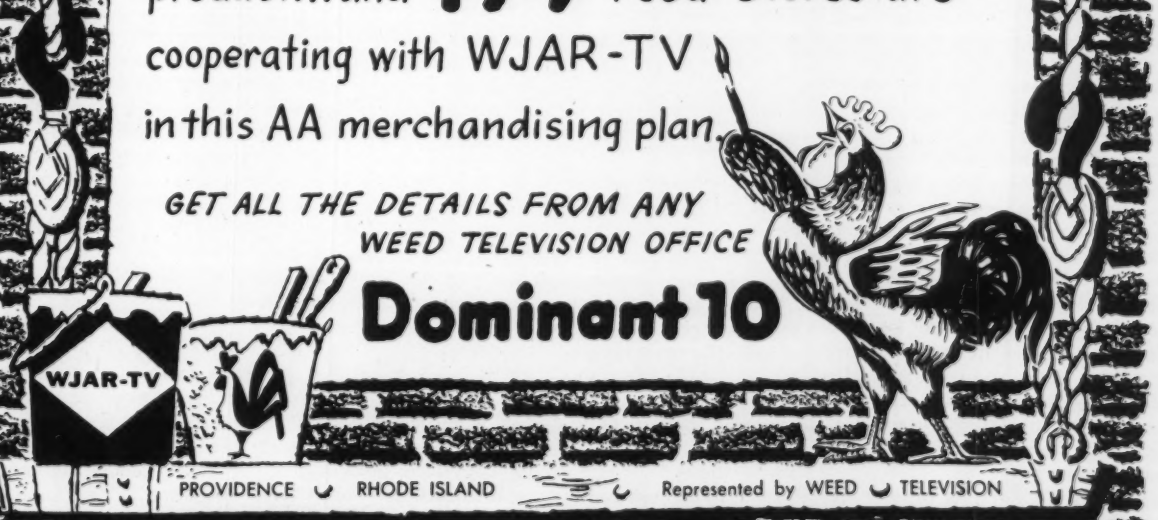
YOUR PRODUCT GETS—

✓Window Banners ✓Newspaper Ads
✓Point-of-Purchase Displays ✓Posters

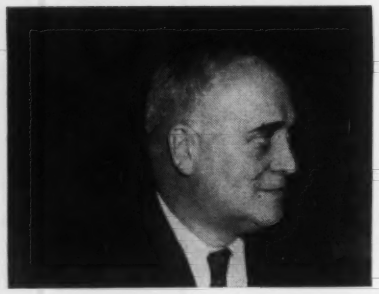
Your product really gets **HOME** in the Southern New England Market! Every aid to sell your product...and **177** Food Stores are cooperating with WJAR-TV in this AA merchandising plan.

GET ALL THE DETAILS FROM ANY WEED TELEVISION OFFICE

Dominant 10



PROVIDENCE ✓ RHODE ISLAND Represented by WEED ✓ TELEVISION



SOME STRAIGHT TALK ABOUT SELLING RADIO

AS PUT TO NARTB BY BBDO'S FRANK SILVERNAIL

REMINDING that spot radio's dollar volume has not gained proportionately with the overall increase in advertising during the past five years, Frank Silvernail points out some of the fault is with the stations themselves. In an address to the NARTB regional meeting last week in Roanoke, Va. (see story, page 66), BBDO's manager of station relations makes these points:

THE NET billing for radio national spot has had a very very slight dollar volume increase for the past five years, but its percentage of total advertising has slipped woefully. Why hasn't it grown with the increase in sets, the increase in stations and, above all, with the increase in total advertising expenditures?

I don't think a growth from $119 million to $121 million over a five year period is truly great. Especially when local business has been climbing from $203 million to over $250 million in the same period. Certainly you can't blame it onto diversion of funds to the radio networks, in spite of all the current protest by stations and reps against the networks "poaching into spot business" with their participation programs such as the "Multi-Message Plan" or *Monitor* or the brand new "Segmentation" plan.

From 1950 through 1954 national network billing has skidded steadily from 124 million to 76 million. And it has not been until just now that the networks have started to scrap their old programming ideas, their static sales formulas, and are now experimenting with new program techniques and new sales plans, and really sloughing off the traditional framework that made radio seem old hat and stale compared with the excitement and news value of television.

It could be that radio stations, instead of being mad at the networks, ought to be grateful to them for bringing radio back in *any* form to the advertiser's attention. Maybe they could profitably study the networks' brand-new thinking and create some new and imaginative ideas of their own, better even than the news-and-music concept that I am afraid seems to be the most sparkling inspiration of too many radio stations. Speaking of news 'n' music and its lightning spread, one station operator remarked recently that he can't wait for all the competitive stations in his city to convert to it, so that he can be different.

I don't really believe that television is as much to blame for the fall-away in total radio billing as some stations tell me they think it is. It certainly has had no such disastrous effect on magazines or newspapers. As a matter of sober fact, I have been told by a great many radio station managers whose opinions I respect, that their highly profitable increase in local business is directly due to television, because so many local advertisers plunged into it on account of its new excitement and novelty, found the costs far too rich for their blood, and back-tracked as fast as possible into radio with bigger budgets for radio broadcasting than ever.

You may not like this, but some of us wonder whether diversion of funds from radio to tv is not partly the fault of the radio stations themselves.

It might just be that a lot of radio operators sat too complacently on their past records, as a holdover from the transom-sales of the war or the tv-freeze days, and neglected to revamp their operations to keep at least some of the very real glamor, excitement, and above all the friendship-building qualities of radio, against the inroads of this tv upstart.

Above all, you can't blame the advertising agencies for any switch of spot funds from radio to tv. Market by market, our responsibility to our clients is to buy the most effective possible advertising medium to do a sales job for our clients. It may not be the cheapest, it may not be the most spectacular, it may not even be the biggest, but it must be what to the best of our knowledge is best suited to the particular requirement of our client in that market.

By and large we do our utmost to do the best job we can for our clients and that is one reason why we are glad to work with you, as friends, so that you can help us to do that job more efficiently and more understandingly to our mutual profit.

So I'm going to venture to tell you three of the things that have contributed to keeping national advertisers from using more radio.

The first one is a lamentable tendency to sell "by the numbers", by which I mean making ratings the only selling point, whether we are being offered a program or an announcement package. Ratings matter, of course, because they give an approximate idea as to whether there is a ready-made audience. But to depend on statistics alone certainly shows a lack of creative imagination, or awareness of what the advertiser really can best use.

You've got to learn to rouse enthusiasm for the medium in place of mechanistic tabulations. Remember, radio now is a 35-year-old housewife, who has been around the entire lifetime of a lot of agency people and advertisers, and it is in competition with the Marilyn Monroe glamor of television.

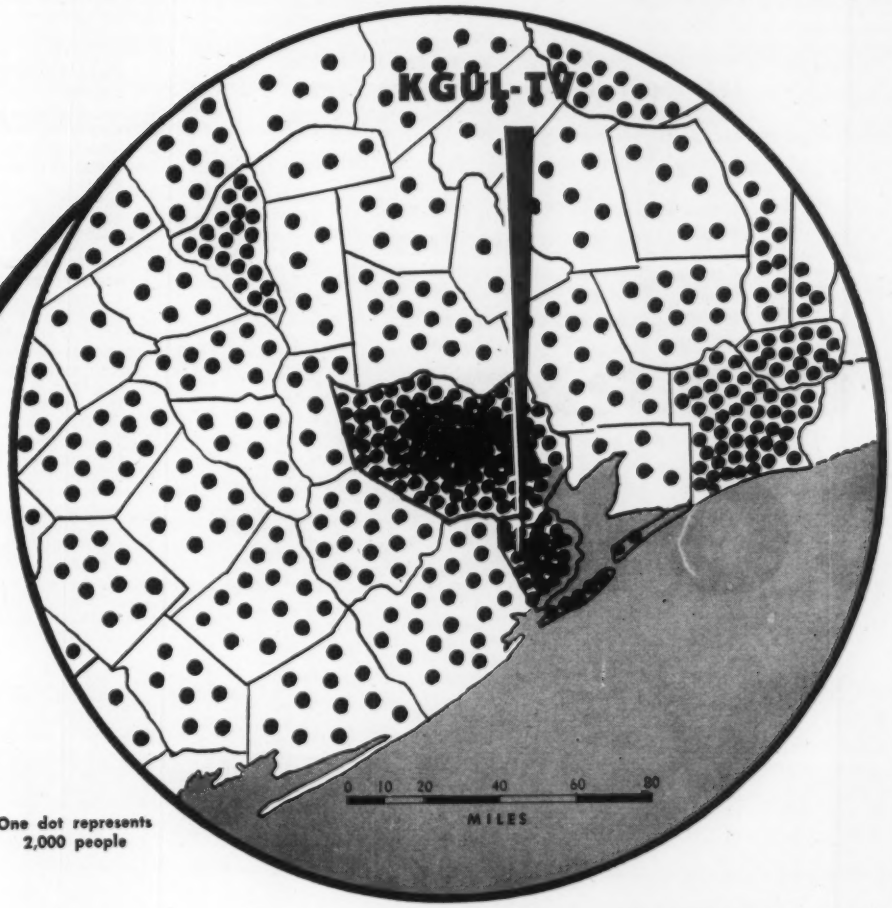
Many radio stations do develop talent that is uniquely their own, they build shows with human interest and they work out ideas for adapting the copy approach of the product to what they have to offer the advertiser, and then they see to it that the advertiser and agency know about it and appreciate it. They are recapturing the old lure of radio, and selling it.

The second lack—and this is so obvious that I'm almost embarrassed to mention it—is failure in only too many cases to use every means to make the local distributors and dealers really enthusiastic, to make them believe that radio should still be a part of any complete campaign and to insist on it. What good does it do for us to recommend the use of radio in a specific market where we know it would be an asset if the district managers report that their big dealers are more or less luke-warm about it?

The third failure is ever more important—the failure to rouse the enthusiasm of the client himself, to give *him* the plus, the dramatic, or the really practical reasons why you can do a job for him over and above the essential, but dull, drab and uninspiring facts about circulation and audience.

Data alone may satisfy him that your radio station is probably as adequate as a half-dozen other ways of investing his budget for the market, but they will never make his eyes light up, or make him pound the table because of the super-extra advantage of how you would merchandise his campaign to his dealers, or the incredible hold that your home economics expert, your farm specialist, your local news analyst, or your friendly old counsellor have on the hearts of your listeners, and what their personal endorsement can mean.

There's just one thought I want to leave with you. Recently my Vermont sister-in-law made what to me was a startling remark. Out of a clear sky she said: "Sometimes I feel sorry for you people with television, because there are so many good things on radio that you miss."



One dot represents 2,000 people

Area Coverage Means More Viewers Per Dollar

The Texas Gulf Coast **Television Market** is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—**completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more . . . every day on KGUL-TV.

*Measured by Research Department of Television Magazine

YOU GET MORE ON

Represented Nationally by

CBS Television Spot Sales

kgul TV

Gulf Television Company Galveston, Texas

POLARAD

COLOR TV

AN INTEGRATED LINE OF EQUIPMENT FOR STUDIO AND LABORATORY

Fully integrated units that combine ease of operation with maximum stability. No additional accessories or power units required for operation.

Especially designed for:

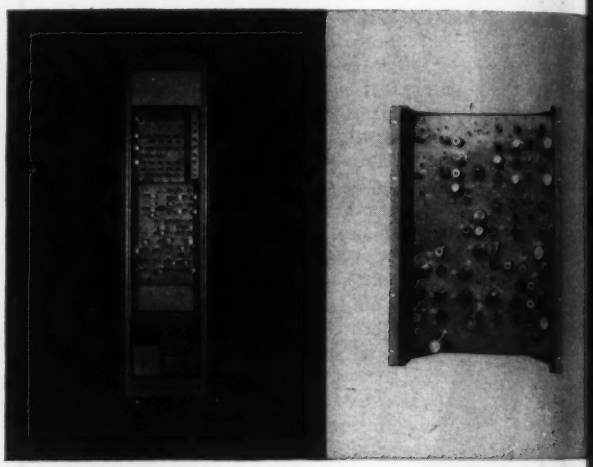
- Testing receivers, transmitters, and terminal equipment.
- Laboratory test standards for development of color TV equipment.
- Checking components used for color TV.
- Alignment and adjustment of colorplexers or encoders.
- Testing convergence of tri-color kinescopes.

COLOR BAR GENERATOR — MODEL PT-203

A complete instrument with a color bar pulse forming unit, a complete colorplexer unit and regulated B+ and filament supplies. Provides NTSC color TV test signals, for receivers, transmitters, networks and components. Internal switching provides 19 different test patterns in the form of a composite NTSC video signal. Special self-balancing colorplexer provides exceptional stability over long periods of operation without readjustment, with "I" and "Q" outputs. (See colorplexer details.)

AUTO-SELF-BALANCED COLORPLEXER MODEL PT-205

Incorporated in the Model PT-203 Color Bar Generator, available as a separate chassis for rack mounting. Designed for high stability and negligible drift, this unit replaces old encoder units of early design. This instrument multiplexes three simultaneous color video signals (R, G, B) and properly encodes them into color information and then combines them with sync pulses and color sync signals to form a standard NTSC color TV signal. Pulse or video signals to drive colorplexer may be obtained from special (R, G, B) pulse generators, color camera or color slide scanner. Subcarrier balance is stable and dynamically independent of signal level changes over long periods of operation. Driving signals are Subcarrier, Blanking, Sync and Vertical pulses. Full bandwidth "I" and "Q" modulation is used in the chrominance channel of the colorplexer. "I" and "Q" or "B-Y" and "R-Y" video test signals are available for receiver and monitor matrix alignment. Both positive and negative polarity signals are available at high and low impedance.



COLOR BAR GENERATOR—MODEL PT-203

Output Signals: NTSC Composite Video 2 Outputs 0—1.4 v. pk-pk
Output Signal Information:
Color Bars—6 Bars of Color (R, G, B, C, Y, M) plus Blk/Wht
Gamma Bars—10 step grey scale Black to White
Dots—White dots on a black field
External Video—Positive or negative (Provision for mixing ext. video with above).
System Bandwidth: Luminance Channel 6 mc
Chrominance: "I" and "Q" Channel per NTSC standard
Subcarrier balance stability: Drift not greater than 6 mv (1.4 v. pk-pk signal), 8 hour operation.
Residual Subcarrier Unbalance: 1% Signal Level
Power Requirements: AC 105-125 volts 7 amps., 60 cps.

COLORPLEXER-MODEL PT-205

Output Signals: NTSC Composite Video 2 Outputs 0—1.4 v. pk-pk
Available Test Signals: I, Q, Y, R-Y, B-Y, (Neg. and Pos.) Video
Input Signals: Subcarrier 20-30 v. pk-pk, 3.579545 mc
Sync. 3.0 v. pk-pk, negative
Vertical Drive 3.0 v. pk-pk negative, R, G, B; 1 v. pk-pk
System Bandwidth: Luminance Channel 6 mc
Chrominance: "I" and "Q" Channel per NTSC standard
Subcarrier Balance Stability: Drift not greater than 6 mv (1.4 v. signal), 8 hour operation
Power Requirements: AC 6.3 v. @ 12 amps., DC 280 v. @ 470 ma

POLARAD
PROVEN RELIABILITY

ELECTRONICS CORPORATION

REPRESENTATIVES • Albuquerque • Atlanta • Baltimore • Boston • Buffalo • Chicago • Dayton • Englewood • Fort Worth • Los Angeles • New Y

SYNCHRONIZING GENERATOR — MODEL PT-201

Compact unit provides RTMA standard driving, blanking and synchronizing pulses, as well as a composite video signal comprising vertical and horizontal dots for receiver tests (positive and negative). Used to drive color bar generators, or any other NTSC color TV generating equipment. Utmost stability assured through use of delay lines and by driving all pulses from leading edge of a crystal controlled oscillator. Unit may also be locked to synchronize with 60 cps line. External drive input jack permits operation with Color Subcarrier Generator. Complete with power supply.

COLOR SLIDE SCANNER — MODEL PT-210

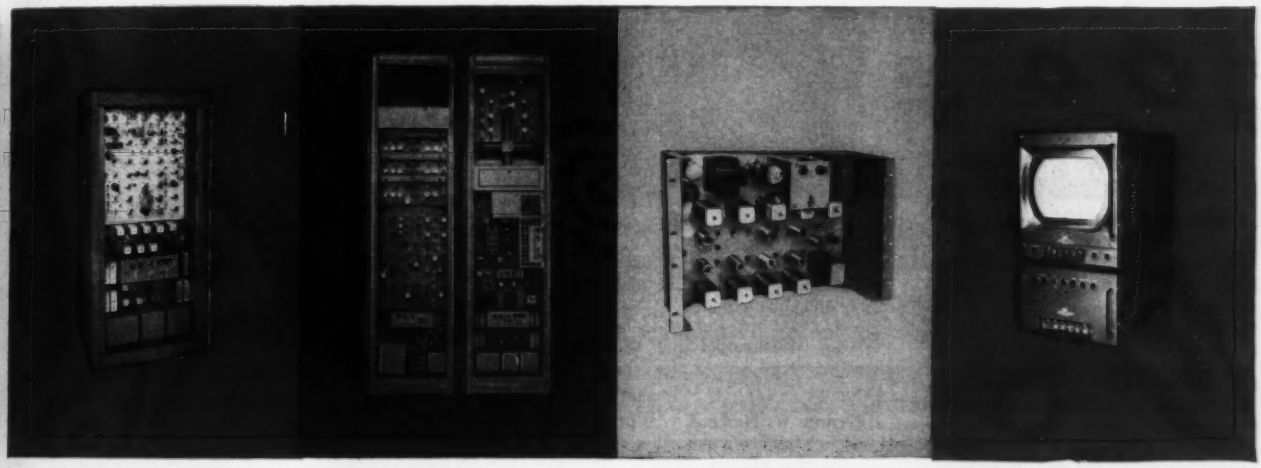
A complete equipment integrated into only two racks which provides a high resolution NTSC composite color video signal obtained from standard 2 x 2 (35mm) transparencies. Designed for maximum stability and high signal to noise ratio. The optical head is complete with lenses employing IN-LINE dichroic mirrors and Fresnel condensing lenses. The R, G, B signals obtained from three channel photo amplifiers are gamma corrected to give proper rendition to high lights and shading. Utilizes a highly stabilized colorplexer. (See complete description of Model PT-205 Colorplexer above.)

The scanning kinescope has fine resolution and is combined with the deflection and high voltage unit. The remaining chassis components contain regulated low voltage power units, a regulated filament power unit and a regulated photo multiplier power supply.

COLOR SUBCARRIER GENERATOR AND FREQUENCY DIVIDER UNIT — MODEL PT-202. This rugged unit complete with regulated B+ and filament power provides standard NTSC subcarrier frequency with dual outputs and includes a frequency divider to provide a sync generator driving signal (31.5 KC) to convert standard B/W sync generators for color TV use. High stability achieved by temperature controlled crystal oscillator. All adjustments accessible at front of unit. Adapts any sync generator to NTSC color operation.

COLOR TV VIDEO MONITOR — MODEL M-200

Two portable units supplied with brackets for standard rack mounting. High definition color picture with exceptionally good color rendition is displayed on a 15 inch tri-color kinescope. Excellent for checking the quality of NTSC color video signals in the studio, on transmission lines or in the receiver factory. Special test jacks and switches are provided for analyzing R, G, B signals, matrixing and phase of color signals. Exceptionally good synchronizing capabilities over a wide range of signals. Special convergence circuits are employed to give maximum utilization of color kinescope. Model M200 has good color stability and is relatively insensitive to line voltage changes. Excellent dynamic circuit linearity assures good color stability over a wide range in signal level.



SYNCHRONIZING GENERATOR—MODEL PT-201

Output Signals: Sync. (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Blanking (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Horiz. Drive (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Vert. Drive (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Composite Video Output (Neg. and Pos) 1.4 v. pk-pk across 75 ohms
Internal Dot Pattern or External Video—1.4 v. pk-pk across 75 ohms
Input Power: 105-125 v. 4.5 amps., 60 cps.

COLOR SLIDE SCANNER—MODEL PT-210

Output Signals: NTSC Composite Video 2 Outputs 0—1.4 v. pk-pk
Optical Head: Lens—F. 2.0 50 mm, Xenon lens in tractica mount
IN-LINE dichroic mirrors
Color Slide 2 x 2 color Transparencies
Gamma Amplifier:
Three Channels (R, G, B)
Input Signal—1.4 v. pk-pk across 75 ohms
Output Signal—1.4 v. pk-pk across 75 ohms
Colorplexer: (See Model PT-205 above)
Deflection and High Voltage Unit: Kinescope type 5AUP24;
Operating Voltage: 27 KV regulated
Linearity: 2% across raster Horizontal and Vertical
Photomultiplier Power Supply: Electrically regulated. Filament Supply—AC line Regulated
Input Signals: Hor. Drive—3 v. pk-pk Ver. Drive—3 v. pk-pk. Blanking Drive—3 v. pk-pk Sync. 3 v. pk-pk
Power Requirement: AC 105-125 v., 16 amp., 60 cps.

COLOR SUBCARRIER GENERATOR AND FREQUENCY DIVIDER UNIT—MODEL PT-202

Subcarrier Frequency Dual Output: 3.579545 mc/sec. ± 0.0003% with maximum rate of frequency change not exceeding 1/10 cps./sec.
Subcarrier Output Voltage: 25 to 40 volts
Frequency Divider Output: 31,468 cps.
Divider Output Voltage: 0 to 100 volts
Ambient Temperature: 40° F. to 110° F.
Power Requirements: AC 105-125, 2A, 60 cps.

COLOR VIDEO MONITOR—MODEL M-200

Input Video Signal: 0.5 to 2.0 volts, pk-pk
Signal Polarity: Pos., Neg., Bal.
Input Impedance: 66 mmf across 2.2 megohms or 75 ohms
Resolution: 250-300 lines min. (Full utilization of NTSC Color Signal Bandwidth)
Linearity: (Hor. and Vert.) 2% across raster
Tricolor Kinescope: 15"
Focus: Electro Static
Net Weight: 175 lbs.
Power Requirements: 105-125 v., 4 amps., 50/60 cps.

AVAILABLE ON EQUIPMENT LEASE PLAN

FIELD MAINTENANCE SERVICE AVAILABLE THROUGHOUT THE COUNTRY

43-20 34th STREET, LONG ISLAND CITY 1, N. Y.

Philadelphia • San Francisco • Syracuse • Washington, D. C. • Westbury • Winston-Salem • Canada, Arnprior, Toronto—Export: Rocke International Corporation)

SPOT NEW BUSINESS

Tri State Buick Dealers Assoc., consisting of 150 dealers in New York, New Jersey and Connecticut, have renewed radio saturation campaign for October on WOR, WABC, WINS, WMCA and WMGM, all New York. William, Warren, Jackson & Delaney, N. Y., is agency.

Bristol-Myers Co., N. Y., is sponsoring one-quarter of the NBC-TV National Collegiate Athletic Assn. national and eastern regional football schedule over WRCA-TV New York, now underway and ending Dec. 3. Several weeks ago NBC-TV made the one-quarter segment available for local sale by stations. Bristol-Myers sponsorship is for Vitalis, through Doherty, Clifford, Steers & Shenfield, N. Y., and Bufferin, through Young & Rubicam, N. Y.

Dominion Dairies Ltd., Montreal, is sponsoring quarter-hour filmed *Patti Page Show* for 26 weeks on five Canadian tv stations, as first venture into tv. Agency is Cockfield Brown & Co. Ltd., Montreal.

Blumenthal Brothers Chocolate Co., Philadelphia, has started a saturation campaign of ID's to run until Easter in four Eastern cities, with the possibility of expansion into other markets. From 10 to 80 spots per week are being used on WNAC-TV Boston, WMAR-TV Baltimore, WPTZ (TV) Philadelphia and WPIX (TV), WABC-TV and WRCA-TV, all New York. Agency is Feigenbaum & Wermen, Philadelphia.

NETWORK RENEWALS

Studebaker-Packard Corp., Detroit, and its dealers renew *Tv Reader's Digest* (ABC-TV, Mon., 8-8:30 p.m. EDT) for 26 weeks through July 1956. Agency is Ruthrauff & Ryan, N. Y.

AGENCY APPOINTMENTS

General Electric Co., N. Y., appointed BBDO, N. Y., to handle new residential load-building project promotion called "live better electrically."

Bristol-Myers Co., N. Y., has named Doherty, Clifford, Steers & Shenfield, N. Y., to handle advertising for Mum Mist. Television spots will be used, but no definite plans made yet.

Gardner Adv. Co., St. Louis, appointed for Comet Pre-Fluffed Rice, effective Dec. 1. New product of Comet Rice Co., Houston, Tex., will be introduced into selected Texas markets and ultimately will be distributed nationally.

Northam Warren Corp., Stamford, Conn., named Dowd, Redfield & Johnstone, to handle advertising for Odorono deodorants effective Jan. 1.

Whitehall Pharmacal Co., N. Y., names Biow-Beirn-Toigo, N. Y., to handle two more products, Hopper Home Facial and new toiletry item which has not yet been named. Agency plans to use *Wanted* on CBS-TV (Thurs., 10:30-11 p.m. EDT) to promote the Hopper Home Facial starting late this month. Media plans for new item have not been determined.

Block Drug Co., names Emil Mogul Co., N. Y., to handle advertising for Sentrol (headache capsule). Sentrol will be marketed by Hudson Products Co., Block subsidiary. Media plans as yet undetermined.

A&A PEOPLE

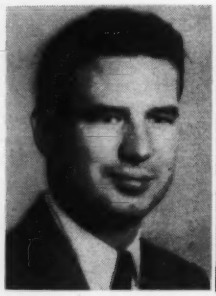
Clarance Hatch Jr., senior vice president, Kudner Agency, N. Y., elected member of board of directors and executive committee.

Robert P. Kleinmann, formerly Strauchen & McKim, Cincinnati, radio-tv director, joins Foote, Cone & Belding's Hollywood Office as a production supervisor under Gene Fox on agency western account.

Joan Stark, chief radio-tv timebuyer, William Weintraub Co., N. Y., to Grey Adv., N. Y., as timebuyer [CLOSED CIRCUIT, Oct. 10]. Miss Stark formerly was head of media buying at Harris & Whitebrook, N. Y.

Jordan T. Hargrove, Kelly Nason Inc., rejoined Kudner Agency, N. Y., as an account executive.

Townsend Griffin and **Edward Hobler,** account supervisors, Benton & Bowles, N. Y., appointed vice presidents. Mr. Griffin has been with the agency six years and Mr. Hobler, for 15 years. **Ken McAllister,** for past two years with Sullivan, Stauffer, Colwell & Bayles, N. Y., rejoins Benton & Bowles, as a vice president and account supervisor.



MR. GRIFFIN

MR. HOBLER

Alice Weishampel and **Richard Grossman** to professional marketing division, Benton & Bowles, N. Y., as copy writers.

George W. Heiland, vice president and director of production and service, Foote, Cone & Belding, Chicago, resigned effective Oct. 15.

George B. Anderson, creator of network tv-radio programs and advertising agency consultant, has been appointed creative head of the radio and television department of Ruthrauff & Ryan Inc., Chicago. **Ed Simmons** was named production manager.

MR. ANDERSON

Mr. Anderson succeeds **Norman Heyne,** vice president of radio-tv production, who resigned to join a new agency, Wesley, Heyne & Cuca [B•T, Aug. 29.]

Alexander E. Hoedt, Fuller & Smith & Ross, **William H. Brown Jr.,** Cities Services Oil Co., and **Charles Hiller,** Standard Brands, to Ruthrauff & Ryan, N. Y., creative staff. Messrs. Hoedt and Brown joined agency as copywriters, Mr. Hiller as an assistant account executive.

Frances L. Rickey named director of media for Rutledge & Lilienfeld Inc., Chicago.

Herbert M. Johnson, director at Sarra Inc., N. Y. and Chicago, tv production firm, to MacFarland, Aveyard & Co., Chicago, as creative director of television.

Richard G. Rothlin, Free & Peters Inc., Chicago, radio-tv station representative firm, to account executive group of Needham, Louis & Brorby Inc., same city, on Household Finance Corp. account.

Winston Norman, manager, Gene K. Walker Co., San Francisco, to Roy S. Durstine Inc., San Francisco, as creative account executive.

Tad Shell, free-lance artist, to Walter J. Klein Co., Charlotte, N. C., as creative supervisor.

Jay Kacin, assistant director, radio-television, Gardner Adv., St. Louis, to McCann-Erickson, N. Y., as television film production director in radio-tv creative department.

Peter S. Cardozo, Fuller & Smith & Ross, N. Y., radio-tv creative supervisor, elected vice president. He has been with F&S&R since 1950. **W. P. Wood,** Young & Rubicam radio-tv department, to F&S&R as program supervisor for *Alcoa Hour*. **R. A. Elwell Jr.,** senior writer at WNEW New York, to F&S&R as writer. **Robert K. Christenberry Jr.** to F&S&R copy-contact staff from N. Y. office of Koehl, Landis & Landan.

MR. CARDOZO

Dorothy Furman appointed publicity director, Walter McCreery Inc., Beverly Hills, Calif. She has served with Bracken Radio & Tv Productions, WGN Chicago and Jos. W. Hicks Public Relations.

Roy Newquist, Knox Reeves, Minneapolis, appointed copy chief, Miller, Mackay, Hoeck & Hartung, Seattle agency.

Charles Fahler, formerly with Swift & Co., and **Robert Joselyn,** formerly with Armour & Co., to Simoniz Co. as brand advertising managers.

Thomas F. Brennan, formerly with Kudner Agency, to Maxon Inc., N. Y., as copy chief.

Edwin W. Berg to Campbell-Mitchun Inc., as assistant research director.

John B. Draper, Hunter Mfg. Corp., Emily, Pa. (aluminum windows), to contact department, Gray & Rogers, Philadelphia.

Phillip Newill, copy writer, Ted Bates Inc., from 1946 to 1951, and with J. Walter Thompson Co. before joining Bates, rejoins latter agency's copywriting staff.

Charles F. Mathieu to The McCarthy Co., Chicago, as account service man and copywriter.

Edward G. Wilson, vice president and general counsel of J. Walter Thompson Co., N. Y., for second year named chairman of the advertising division of the United Hospital Fund's 76th annual fund-raising appeal. Mr. Wilson will direct 16-member volunteer committee trying to meet advertising division's $40,000 quota out of the total 1955 goal of $3,500,000.

Henrietta Kieser, vice president, Bozell & Jacobs Inc., Omaha, elected president, Heart of America Chapter of American Women in Radio & Television, representing six states.

Walter Weir, vice president, Donahue & Coe, N. Y., writing musical version of *The Hucksters*, novel satirizing advertising.

. . . as advertised in LIFE

the sensational

NOE MAC

independent stations

KLIF, Dallas — number one in both Hooper and Pulse

KELP, El Paso — highest rated station in radio history

WNOE, New Orleans — tops all independents in August Hooper

WRIT, Milwaukee — in 6 months nearly first in Milwaukee Hooper

KNOE, Monroe, La. — first by far in Hooperatings

and

KNOE-TV, Monroe, La. — Channel 8

KOKE-TV, El Paso — Channel 13

NOE MAC
STATIONS
NEWS MUSIC

KLIF, Dallas
WNOE, New Orleans
WRIT, Milwaukee
KNOE, Monroe, La.
KELP, El Paso
KNOE-TV, Monroe, La.
KOKE-TV, El Paso

Represented by H-R

O'NEIL: RKO LIKELY TO RELEASE FILM BACKLOG TO TV AROUND FIRST OF YEAR

Setting up distribution plans and reducing films to 16mm in sufficient numbers are the only factors delaying release, according to General Teleradio's president.

RKO Radio Pictures Inc., under new General Teleradio Inc. management, is working actively to release its feature film backlog for television, Thomas F. O'Neil, General Teleradio president, said in Hollywood last Thursday. He said it is most likely the release of films will be underway around the first of the year.

Asked to explain what Daniel T. O'Shea, new RKO president, meant when he said earlier in the week that there would be no immediate decision on television release, Mr. O'Neil told B•T. "He meant there wouldn't be any this week." Mr. O'Shea had been on the west coast for his first visit to the major studio property since it was acquired this summer by General Teleradio for $25 million from Howard Hughes [B•T, July 25 *et seq.*]. Mr. O'Neil is to return to New York this week after stops in San Francisco and Chicago.

Before leaving Hollywood, Mr. O'Shea announced that RKO will move its advertising department from the studio lot to New York effective today (Monday). This involves the transfer of Perry W. Lieber, national advertising director, who said other personnel changes are not contemplated at the present time. Mr. Lieber has been at RKO in advertising and publicity for more than 25 years. Mervin Houser, Mr. Lieber's assistant, remains in Hollywood to supervise operations there.

Mr. O'Neil said it was felt desirable to transfer Mr. Lieber to the East where he can function more closely in conjunction with the RKO sales offices.

Grainger Leaves

Meanwhile, James R. Grainger, president of RKO under Howard Hughes ownership but who has been continuing under contract until Jan. 31 as consultant, announced last week that he has terminated his association with the studio. A veteran movie executive, he had been with Mr. Hughes three years.

The big problem at the present time on release of features to tv, Mr. O'Neil explained, is the overall planning of how it will be done, what films will be issued and the order in which they will be made available. There is a great amount of details to map out, Mr. O'Neil indicated.

Another time consuming factor, he said, is the big job of having the film processing laboratories make 16mm reductions from the 35mm masters and next make sufficient 16mm release prints to take care of tv distribution.

Questioned about how RKO will handle the additional payments claimed by actors, musicians or others in connection with re-issue of the features, Mr. O'Neil said "that won't be too difficult to work out." He expected no trouble in making an agreement with American Federation of Musicians' James C. Petrillo on re-issue material. Several weeks ago Mr. Petrillo let it be known that AFM wanted its share of any new money to be acquired through release of old features to television.

Extent of RKO's movie business is indicated in the studio's $44 million gross in 1954 under Mr. Grainger's presidency. This was based on the release of only 17 new features for theatre showing plus some shorts and a few re-issues. The studio has been relatively inactive on the production side. Most of the films released have been coming from outside independent producers. During Mr. Grainger's three years there, RKO made only five major films. It's backlog of old material, though, is considerable.

Talent Assoc. Organizes Independent Movie Firm

REVERSING the trend of motion picture companies extending their operations to include television is the recent formation by Talent Associates Ltd., tv program packagers, of Jonathan Productions, an independent movie subsidiary. An agreement, signed last week between members of the new firm and legal representatives of Metro-Goldwyn-Mayer, calls for the Hollywood studio to finance and distribute an unspecified number of Jonathan productions.

The first scheduled production under the new agreement, to be filmed in New York, is tv playwright Robert Alan Aurthur's "A Man Is Ten Feet Tall." Mr. Aurthur, up to this season co-producer of *The Goodyear-Philco Tv Playhouse* (a Talent Associates package), left the program last month when Philco dropped sponsorship and Alcoa took over that company's segment. Mr. Aurthur also will be associated with Jonathan Productions in an executive capacity, as will Talent Associates President and founder Alfred Levy, and Executive Vice President David Susskind. Later this season Mr. Susskind will produce his first Broadway play, "A Very Special Baby," written by Mr. Aurthur.

CBS-TV Sets Up New Films Production Operations Unit

FORMATION of a new films production operations department that will "consolidate all operations in connection with the production of motion picture films for CBS-TV" was announced Thursday by Henry Grossman, director of operations, CBS-TV.

Managing the new department will be M. Clay Adams. Clement Stigdon has been named assistant manager.

Other changes announced for the network's film operations include the appointment of Gordon Shadwick as manager of CBS-TV film services operations department, replacing Grant Theis, recently named director of operations at CBS-TV, Hollywood. Lee Hon will assist Mr. Shadwick.

United Gas Buys 'Cristo'

SALE of Television Programs of America's *Count of Monte Cristo* series to the United Gas Co., Shreveport, La., for use in nine southwestern markets is being announced today (Monday) by Michael M. Sillerman, TPA executive vice president. The transaction was negotiated through Bozell & Jacobs, Shreveport, agency for United Gas. The markets to be used are Beaumont, Houston, San Antonio, Tyler, and Lufkin, all Tex., and Shreveport, Lake Charles, and Monroe, La., and Jackson, Miss. The series will be launched on varying dates, starting Nov. 6.

WILLIAM C. DEMPSEY (l), program director of KPIX (TV) San Francisco, completes arrangements for the purchase of Associated Artists' "Movieland" group of 56 first run features with Robert Kronenberg, Associated western representative. The Westinghouse station also used the original Associated package of 55 features.

TPA-Screen Gems Merger Still in Talking Stage

TELEVISION Programs of America last week acknowledged that negotiations have been in progress on a merger with Screen Gems Inc., but said no agreement has been reached [CLOSED CIRCUIT, Sept. 26].

In a memorandum circulated to the TPA staff by Milton Gordon, president, and Michael Sillerman, executive vice president, it was pointed out that despite reports which had circulated, there still is no agreement between TPA and Screen Gems. The memorandum, intended to "clarify the facts" about the negotiations, stated that if a contract is signed, the transaction will not be completed before the first of the year because of "certain contingent problems."

"We can't tell you with assurance at this time," the memorandum continued, "whether the deal will be consumated or whether it won't, but one thing we can assure you is that if a deal is made, it will be for the best interests of this company and all the people involved."

George Blake Firm Names Two

AS PART of an expansion program, George Blake Enterprises, New York tv film producers, last week announced the appointment of Donald Drucker as film editor and George Goodman as film expediter. Mr. Goodman succeeds Jack Lieberman, who has been promoted to the newly created post of studio manager.

The company also reported that Richard Donner, staff director, is leaving for Rome to supervise the overseas shooting of color footage for a Young & Rubicam account. Accompanying Mr. Donner on the trip will be John Freese, manager of radio and television commercial production for Y & R, and Art Cody, one of its art directors.

George Blake, 38, Dies

FUNERAL SERVICES for George Blake, 38, founder and president of George Blake Enterprises, New York, tv film commercial producers, were held on Oct. 9 in New York. Mr. Blake died of a heart ailment on Oct. 7.

Mr. Blake founded his company in 1951 and previously had been a director of the *Candid Camera* series and other short subjects for Columbia Pictures Corp.

Screen Cartoonists Hold Third Annual Film Show

THIRD ANNUAL Film Festival, sponsored by the Screen Cartoonists Guild, was held Oct. 15 in Hollywood and featured continuous running of the "best of the year" in animated films for the television, industrial, advertising and educational fields. The event was designed as a showcase for the work of the members of the guild, which represents about 300 members who work at the 25 Hollywood studios.

Because of the great growth of the television industry, the festival featured the best animated tv spots that have been produced during the past year. Invitations went to all advertising agencies and other sponsors of animated films. The Commercial Film Producers Assn. cooperated with the guild by furnishing films and designed display boards for the event.

Ziv Promotion Aimed At Sponsors' Employes

DETAILS of a promotional campaign to acquaint employes of sponsors of Ziv television shows with complete programming information were announced last week by M. J. Rifkin, Ziv Television vice president in charge of sales.

This move was undertaken, Mr. Rifkin said, after surveys made by the Ziv Television research department had shown that between 50% and 70% of the average large company employes did not know the name of the film show, the time slot, or the outlet or channel being utilized by the company. He said that Ziv has created a special "Enthuse Kit" for use in company employe relations programs, which will be available for each film show sale.

The kit currently is being tested out with *Science Fiction Theatre*. It also consists of a four-part, Ziv-prepared plan, which clients can follow in publicizing *Highway Patrol*.

Film Clinics Started

CONSOLIDATED Film Industries, Hollywood processor of television films, has inaugurated a public relations program to acquaint advertising agency personnel with the basic technique of film processing in three-hour clinics being conducted by Sid Solow, CFI vice president and general manager, who has lectured in cinema arts for eight years at the U. of Southern California. Agencies represented at the clinics to date include N. W. Ayer, Benton & Bowles, Biow-Beirn-Toigo, BBDO, Leo Burnett Co., Foote, Cone & Belding, J. Walter Thompson Co. and Young & Rubicam. CFI is a subsidiary of Republic Pictures Corp.

FILM SALES

ABC Film Syndication Inc. made its first British sale recently with contract for 26 of *The Playhouse* films signed by Associated Rediffusion Ltd., London. Option for remaining 26 half-hours of series was granted Associated, which is official program contractor for British commercial tv Monday-Friday programs.

Barry-Grafman & Assoc., film distributor, reports sale of 104 quarter-hour *Christie Comedies* to WNBQ (TV) Chicago. As midwest representative for another distributor, Synda Pix, firm also announces sale of *Art Linkletter and the Kids* to WTTV (TV) Bloomington, Ind., and of *Mr. and Mrs. North* to KAKE-TV Wichita, Kan., and WEHT (TV) Henderson, Ky.

Laufman Film Productions Inc., Chicago, has sold series of 15-minute tv films about care and health of babies to J. Walter Thompson Co. for Libby's Baby Foods. Titled *It's Baby Time* and featuring Dr. W. W. Bauer, American Medical Assn.'s bureau of health education director and nurse Jane Warren, series starts next week in 25 markets.

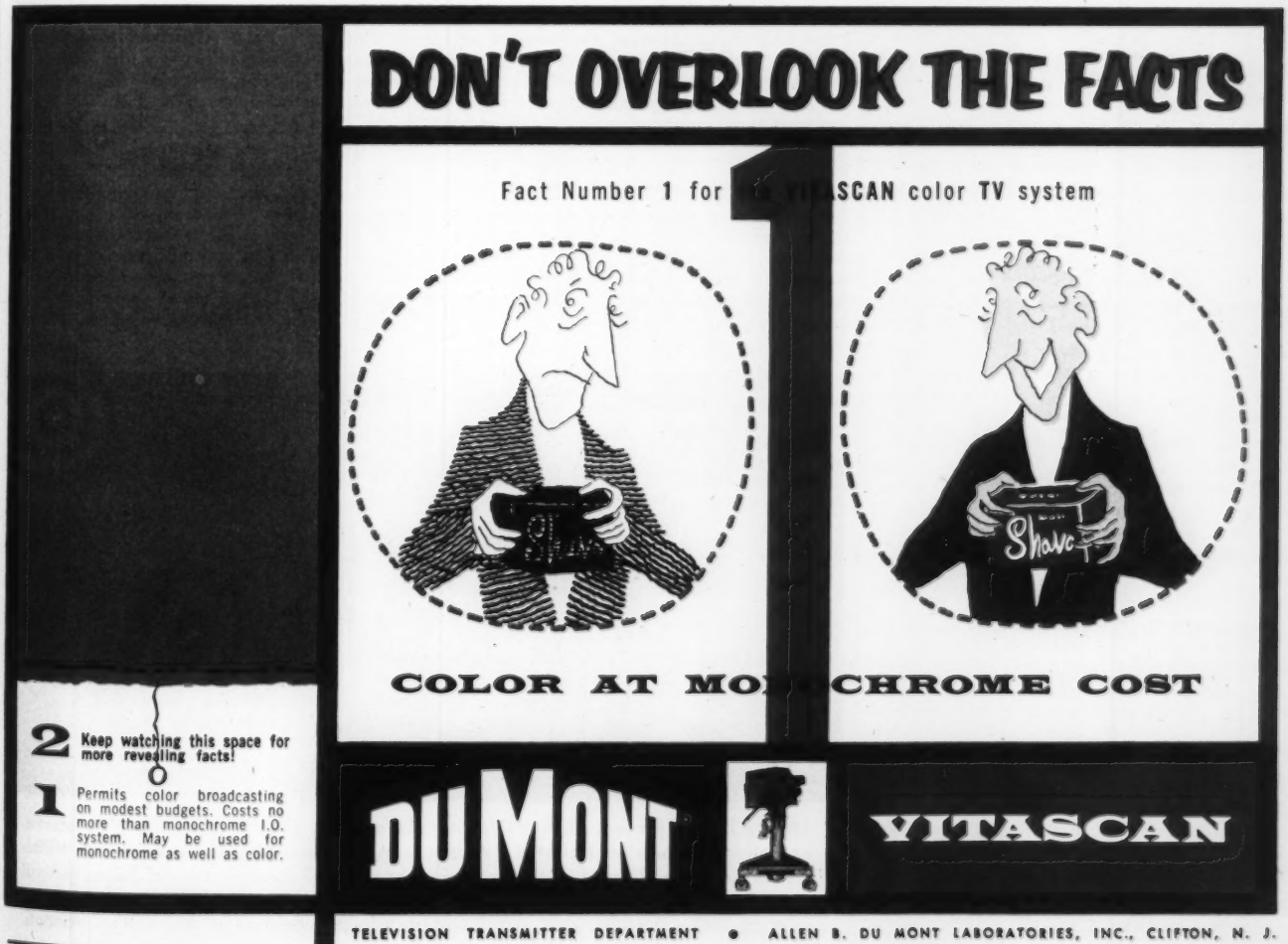
Tonight in Britain, a 22-minute filmed salute to British showbusiness first shown at Queen Elizabeth's Royal Film Festival in London, and starring headliners Claire Bloom, Jeannie Carson, Eileen Joyce and Bud Flanagan and the Crazy Gang, has been made available to U. S. tv stations at no cost. Film, 16mm black-and-white, can be ordered through public relations dept. of British Travel Assn., 336 Madison Ave., New York 17.

FILM DISTRIBUTION

Interstate Television Corp., N. Y., last week reported acquisition of distribution rights for *I Married Joan* tv film series. Package, owned by Business Management Corp., consists of 98 half-hour shows, previously carried on NBC-TV.

Atlantic Television Corp., N. Y., has acquired "Thirty-Nine Steps," Alfred Hitchcock suspense feature, for tv distribution. Atlantic's feature package now is said to number 14.

Association Films Inc., N. Y., distributors of industry-sponsored animated films reported last week that four public service cartoons had racked up 1,200 free tv showings. They are: "How to Catch a Cold," produced by Walt


DON'T OVERLOOK THE FACTS
Fact Number 1 for
SCAN color TV system
Shave
COLOR AT MO CHROME COST
2 Keep watching this space for more revealing facts!
1 Permits color broadcasting on modest budgets. Costs no more than monochrome I.O. system. May be used for monochrome as well as color.
DU MONT
VITASCAN
TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

Disney studios for Kleenex tissues; "Second Sight Sam," an Eastman color cartoon drawn for the Health Information Foundation by UPA-N. Y.; "The Spray's the Thing," a John Sutherland production for DuPont; and "Losing to Win," produced for Metropolitan Life Insurance Co. by Jerry Fairbanks Productions.

Films are available in either black-and-white or color and can be ordered for station use from AF's four regional exchanges: Ridgefield, N. J. (Broad at Elm); La Grange, Ill., (561 Hillgrove Ave.); Dallas (1108 Jackson St.), and San Francisco (351 Turk St.).

Broadcasting & Film Commission of National Council of Churches of Christ in U.S.A., 220 5th Ave., New York 1, has announced new religious tv series, *Man to Man,* available to stations for transportation and insurance charges. Series, which cannot be sponsored, is in four units of 13 successive 15-minute programs.

RCA Recorded Program Services, N. Y., is making available to tv stations a new series of 39 five-minute films, titled *The Sam Snead Show,* starring golfer Sam Snead. The series, which is being offered in both black-and-white and color, stresses tips to help either the beginner or the experienced golfer.

U. S. Information Agency is making available to stations a half-hour film, *Operation Truth,* showing what the government is doing to combat Communist propaganda and to make our own foreign policy better known and better understood throughout the world. Film, running 28 minutes and 13 seconds, may be obtained by writing Mrs. Ann Hagen, officer for radio and tv, U. S. Information Agency, HEW Bldg., Room 2518, 4th & Independence Ave., SW., Washington 25, D. C.

Cinema-Vue Corp. has acquired 27 western features for tv distribution from Vitapix Corp. Films, made during 1948-50, star Johnny Mack Brown and Whip Wilson.

Reela Films, Miami, Fla., is distributing "Where the Sun Reigns," promotional film for the Dade County Development Board and its advertising agency, August Dorr. Featuring glamor cities of Florida's "Gold Coast," film is available for tv, group and school showings.

FILM PRODUCTION

Cathedral Films has completed four new half-hour productions in the *Living Christ* series. Films, dealing with stages in life of Jesus, are for church and possible television distribution.

Anthony Z. Landi, executive vice president, Parsonnet & Wheeler Inc., tv film and commercial producers, in Munich setting up further production plans on forthcoming tv series, *Brother Mark,* starring Richard Kiley. P & W reports first two 30-minute films completed with production of balance of first 39 films underway.

FILM PEOPLE

John Zane, program director for Pan American Broadcasting Co. and previously in similar capacity with WMMW Meriden, Conn., appointed production supervisor of motion pictures, Transfilm Inc., N. Y., producers of tv and industrial films.

Sidney Kramer, associated with RKO Radio Pictures for the past 26 years as short subjects sales manager and RKO-Pathe general sales manager, named foreign sales manager of RKO Radio Pictures, effective Oct. 24, succeeding **Edwin J. Smith,** resigned to join Allied Artists.

Phil Larschan, film editor, Transfilm Inc., N. Y., father of a boy, Oct. 5.

FILM REVIEW PLANS, PA. PILOT STUDY REPORT GIVEN NARTB ROANOKE SESSIONS

Combined meeting for Districts 3 and 4 attract over 250. Pilot study is to set course for national survey, if NARTB should undertake one.

A PROGRAM of film reviewing is being inaugurated by the NARTB Television Code Review Board, G. Richard Shafto, president of WIS-TV Columbia, S. C., and chairman of the board, announced Friday morning to the tv broadcasters present at the final (tv) day of a three-day regional meeting of NARTB Districts 3 and 4 held Wednesday-Friday at the Roanoke Hotel in Roanoke, Va. Total attendance exceeded 250 members and associate members at the three-day meeting. Districts 3 and 4 include Delaware, District of Columbia, Maryland, North and South Carolina, Pennsylvania, Virginia, West Virginia.

The Code Board will not preview films nor review all films on the air, but will review films regarding which complaints are received from stations or members of the viewing public and also films which the board's monitoring of tv stations shows to be objectionable in whole or in part. When film sequences not compatible with the Code are found, all tv stations subscribing to the Code will be notified of them and it will then be the responsibility of each station operator to decide for himself what action to take.

Both Mr. Shafto and Edward Bronson, NARTB director of Code affairs, stressed that negotiations with film producers, either for the purchase of films for tv use or to complain about films already acquired, is strictly a matter for individual broadcasters to handle and is without the province of the Code Board, whose function is an advisory one to its subscribers. Time of day and kind of audience are often pertinent factors, it was pointed out, as a film sequence which might be objectional at 5 p.m. for a predominently juvenile audience might be quite all right for showing in the late evening hours.

Cites Case

The problem arises almost exclusively with films originally made for showing in theatres and now being sold to tv, the speakers said, noting that when a film series is made specially for television use the maker is preparing it for sponsorship and is careful to exclude anything to which an advertiser is likely to object. Mr. Shafto recalled a case of a bakery sponsoring a series of Tom Mix films and tying the telecast in with the Boy Scouts of his community. Along came one film in which Tom Mix entered a barroom and took a drink. The series was cancelled immediately.

Stockton Helffrich, manager of continuity acceptance for NBC, in contrast told of the filming of *Steve Donavan,* a western series made for tv, in which the hero holds his conversations in railroad stations, post offices, general stores and elsewhere instead of always in a saloon as most movie westerns do. Steve, a marshal, seldom kills the bad men; instead he shoots just to wound them enough so he can take them to jail to await trial.

Mr. Helffrich showed film clips to illustrate the types of material that should be deleted—or better, omitted in the making—to comply with the Tv Code. There was the unfunny suicide sequence in a comedy film, a kidnapping reference, a child maltreating a cat and an extramarital two-timing scene, among others.

Package Films

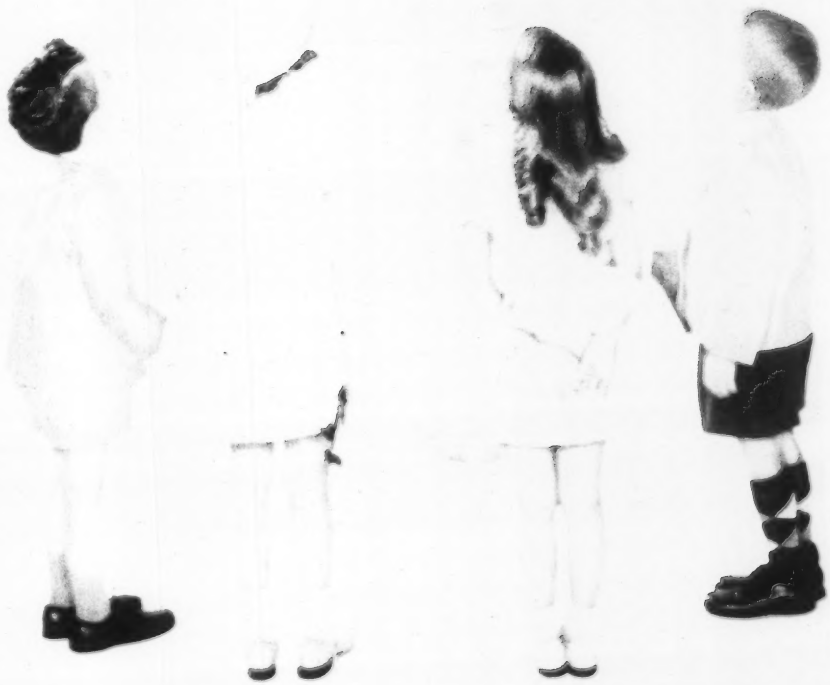
Part of the trouble with theatre films now made available to television, Mr. Shafto said, is in the sale of a package of films, when a salesman will throw in additional films of low quality to bulk up the package. Broadcasters must buy with care, considering quality as well as quantity, he declared.

The Code Board chairman also urged tv broadcasters to monitor their own stations and police their own programming. That is essential to full Code compliance, he said.

Ward Quaal, vice president, Crosley Broadcasting Corp., and chairman of the NARTB committee to study viewer attitudes, spoke at the Friday luncheon, and made the first general report of a pilot personal interview survey made last December in Allentown, Bethlehem and Easton, all in Pennsylvania, an area of high tv saturation, with 84% of the families set-owners. Using a prelisted probability sample, Mr. Quaal said interviewers visited the specific addresses

AMONG those present at NARTB's Roanoke sessions were (l to r): James H. Moore, executive vice president of WSLS Roanoke; M. W. Armistead III, president of WDBJ-AM-TV Roanoke; Richard H. Mason, president of WPTF Raleigh; Harold Essex, general manager-vice president of WSJS Winston-Salem; Charles Crutchfield, general manager of WBT Charlotte, and Ward Quaal, vice president of WLWT (TV) Cincinnati.

The [redacted] is not for sale...



The *Magic Tree* is a program which re-creates the fairy stories loved through the ages.

In presenting it, WDSU-TV renders real service to a large New Orleans audience.

(Latest Pulse Rating: 25)

The New Orleans TV audience has shown by its warm response that WDSU-TV's unsponsored programs not only fulfill a station's public responsibility, but satisfy a public need. That is why the *Magic Tree* is not for sale.

selected and interviewed one adult household member.

The questions, he said, fell into five general areas:

"To determine the number of hours the respondent watches tv on week days and weekends and his (or her) attitudes toward tv in comparison with other media; attempt to evaluate the meaning of tv to set-owning families; determine what specific programs and types of programs the respondent likes or dislikes; ask parents about their attitudes and opinions of the tv programs their children watch; seek respondents' opinions and reactions to advertising on tv."

The next step, he said, will come at the end of the regional meeting series, when committee and staff members will evaluate the pilot study to determine what the course should be for a national survey, if one should be undertaken. "Our committee feels that such a national study would do more than any other effort, the Code excepted, to prove again our sincerity as television broadcasters in doing our level best to serve the public good and to gain respect of government and people everywhere as the greatest source of information and entertainment the world has ever known."

Formal dedication of the new $1 million radio-television center of WSLS-AM-TV Roanoke took place Wednesday, timed to coincide with the NARTB Regional Conference, for which James H. Moore, executive vice president of the Shenandoah Life Stations and NARTB director of District 4, was "host director." Mr. Moore chaired the sessions on Wednesday—Radio Day—and Thursday—Association Day. Campbell Arnoux, president and general manager, WTAR-AM-TV Norfolk, Va., and vice chairman of the NARTB Tv Board, chaired the Tv Day sessions on Friday.

Farm Radio Does More

"Farm radio reaches more farm family homes more frequently, more effectively, at a time when they are in a more receptive mood, and at a lower cost than any other medium," Phil Alampi, farm and garden director of WRCA-AM-TV New York, told the Roanoke meeting Wednesday morning. Reporting that 99% of farm homes have one or more radios and that there are more farm autos and therefore more farm auto radios (67% compared to 63% of urban car owners), he said that farmers and their families spend about 25% more time listening to weekday, weekend and evening programs than do their city cousins.

Farm radio reaches the farmer several times a day, every day, and it sells him "with authenticity," Mr. Alampi said, because a recommendation made by a station farm director is backed by actual farm experience and puts "a stamp of approval on the commercials which is difficult to beat."

Wednesday luncheon speaker Frank Silvernail, BBDO station relations manager, stated that "radio can come right back up into its former place among national media" if it is possible to suppress those who "view with alarm any change in radio as we used to know it." (See story, page 58.)

FCC Chairman George C. McConnaughey, at the Thursday luncheon, praised the American system of free enterprise broadcasting in contrast to the state-controlled systems of Europe he inspected this summer. He said that the FCC must decide the problems confronting broadcasters "in a manner that will not adversely affect the progress which has been made to date in giving the people of this country a fine broadcasting system." (See story, page 80.)

Ingenuity and inventiveness are the basic elements in good promotion—and money helps, too, it was agreed by the four broadcasters who made up a panel on audience promotion at the NARTB Roanoke meeting. C. Leslie Golliday, co-owner and general manager, WEPM Martinsburg, W. Va., stressed as the prime essential the integration of "your station, your staff and yourself" into the community and its various activities. "Publicize your call letters," he told the broadcasters at the Wednesday afternoon session. "Don't be known only as 'the local radio station.'"

He also reported on a gimmick that integrated the community with the station—a telephone giveaway show with a fairly difficult question that was repeated until answered. The women of Martinsburg would go to great lengths to discover the answer and the one who did would call ten friends who would each call ten friends to pass it along.

Special short-term contests have been good promotion media for WFIL Philadelphia, Station Manager George A. Koehler said, citing a slogan contest for the city's Cerebal Palsy drive and a traffic safety campaign. He also urged lots of on-air promotion of programs, particularly use of morning time to attract listeners for later in the day and evening.

Local public service programming, local news and staff participation in all local civic activities constitute the best station promotion, according to Emerson J. Pryor, vice president and general manager, WDVA Danville, Va. The Danville Chamber of Commerce takes over operation of WDVA one day a year; WDVA has them photographed at microphones; the pictures are in the office of practically every businessman in town, he said. Between Thanksgiving and Christmas WDVA conducts a charity drive for underprivileged children; each week it stages a teen-age dance at the Moose Club and broadcasts its disc jockey show an hour or two from there, he cited as other examples.

The most important thing in audience promotion is programming, Allen Wanamaker, general manager, WBIG Greensboro, N. C., declared, "as what we're trying to promote is audience for our programs." He told how WBIG's woman's home service program conductor used the station's station wagon to call on women at home, surveying their kitchen and pantry shelves and noting the products they used, meantime talking about radio and WBIG and concluding her visit by giving the housewife samples of food products advertised on WBIG.

Fellows Misses Meeting

The conference banquet, Thursday night, was a speakerless affair in the absence of NARTB President Harold Fellows, ill in Boston.

The problems and policies of NARTB were reviewed in the text of Mr. Fellows speech, which was distributed in printed form to delegates in his absence from the meeting.

NARTB periodically goes through a cycle when smaller broadcasters say "the big boys are running the show," he said. Then there is the lament of bigger broadcasters, "Why should I spend my money to teach the newcomers my business?" These cycles no longer frighten him, he said, observing that they teach this lesson, "Everything is for everybody; and if the total industry and the total public welfare are not benefited, the cause is lost anyway." He listed the association's toll tv stand as an example, since it follows this line, "We don't want any kind of change in free-enterprise television which will lessen to any degree its free characteristics."

After reviewing the association's financial problems, he said;

"We are a business association because we perform certain services, resulting from our mutual interests, which are intended to assist the industry in growing stronger as an economic entity. An association cannot prosper upon hypocrisy, any more than can an individual. All of us know with what vigor the NARTB and its staff and its membership have endeavored to obtain widespread observance and support of the Radio Standards of Practice and the Television Code. Subscribing to these standards is mere hypocrisy if it pretends nothing but an effort on the part of a broadcaster to cover his shortcomings in other areas of station activity—such as business ethics, running the gamut from haphazard selling practices to the acceptance of questionable advertisers and advertising copy.

"The purpose of standards is to establish a platform for better performance, not to camouflage bad performance. This same concept must apply to the association which represents you as broadcasters."

Ollie Treyz, president of Television Bureau of Advertising, Friday reported that TvB in its first nine months took in $270,000 at a rate of $30,000 a month. But, he said, as of Oct. 15 it was operating on a basis of $532,000 a year from 168 members. In return, TvB has played a role in the sale of $6,488,000 worth of tv business, according to Mr. Treyz. This includes 11 accounts, six new to television and the other five have expanded tv usage.

Resolution Adopted

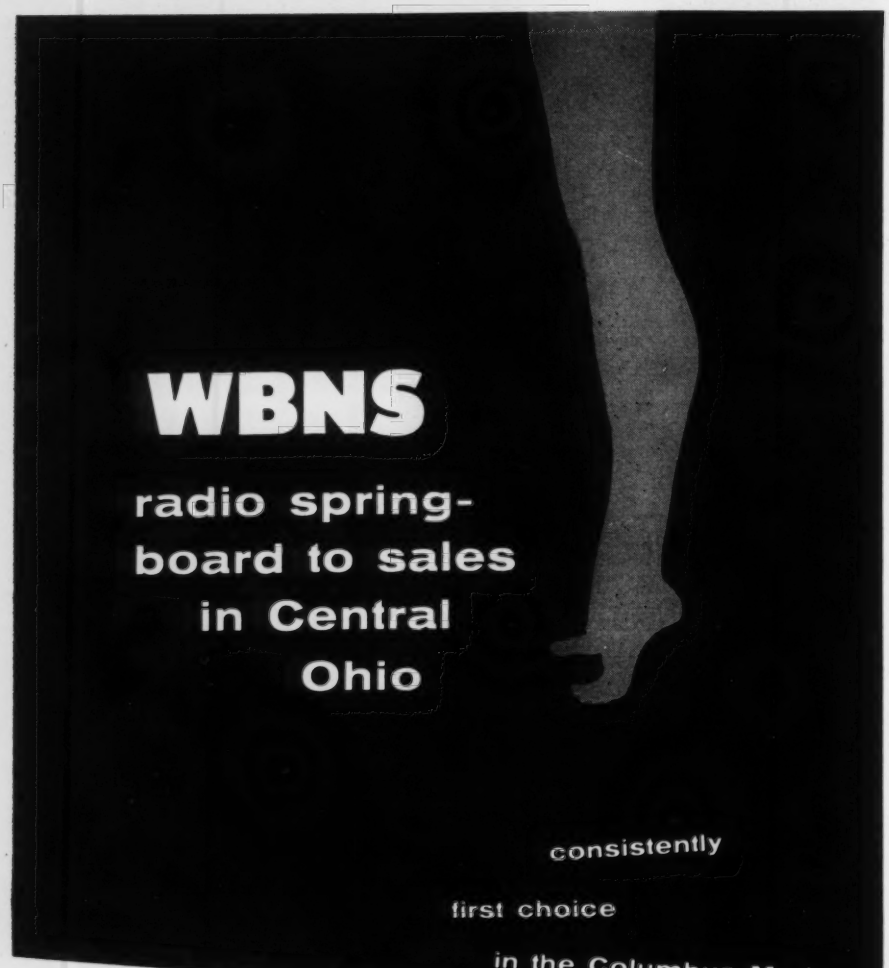
A resolution urging the NARTB Board to consider ways to resolve the confusion caused by a multiplicity of program rating services with often contradictory reports was adopted by the members of Districts 3 and 4. The group also asked NARTB to work for legislation keeping all times in this country in the same relation as under standard time. A third resolution expressed support for the regional type of meetings and thanked the district directors for the success of this one.

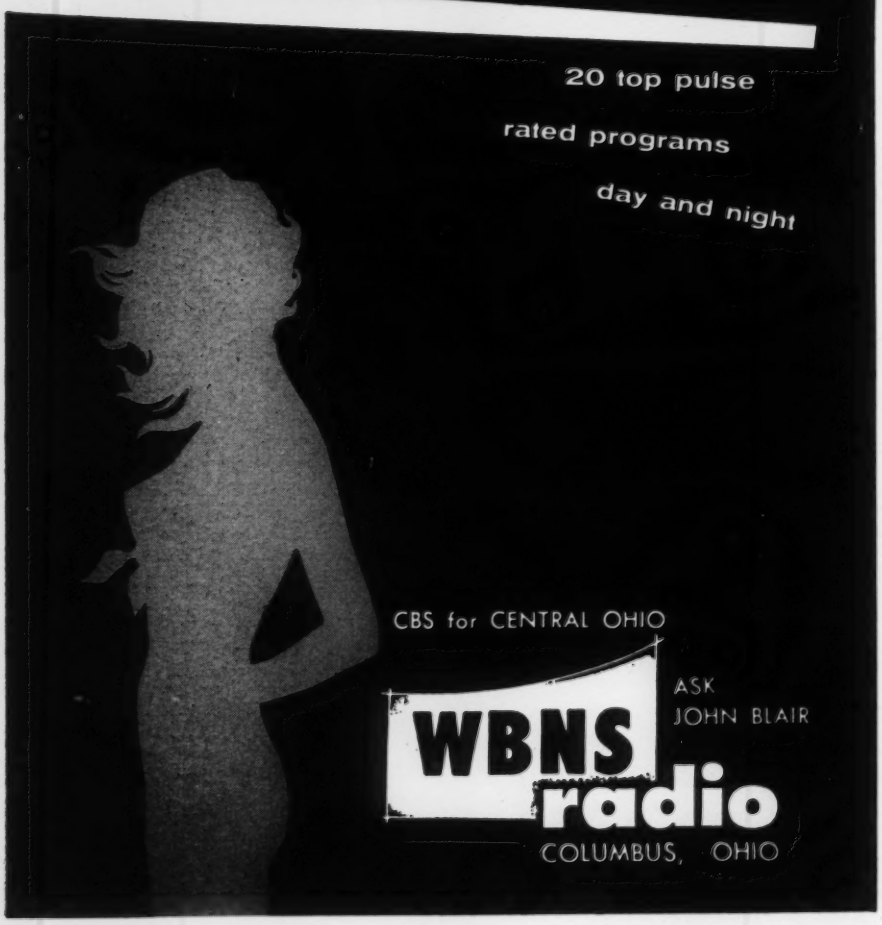
Other resolutions thanked FCC Chairman McConnaughey and other speakers and the NARTB staff for helping make the meeting a success, expressed regret at the illnesses of President Eisenhower and NARTB President Fellows and wished them both a speedy recovery.

Not presented to the membership was a resolution drafted by Ben Strouse, vice president and general manager of WWDC Washington, commending the national networks on their ingenuity in developing new methods and techniques for the use of the great mass medium, radio, and urging each broadcaster "to insist that the rate which the network establishes for his station for spot participation be not less than the rate that his national representative charges for similar use of his facilities." After lengthy consideration this move was rejected by the resolutions committee.

Maintaining an active legislative committee is essential, and retaining counsel at the state capitol helpful, to any state association in watching for legislation affecting broadcasters' interests, according to state association executives speaking Thursday afternoon at a session chaired by George H. Clinton, executive vice president and general manager of WPAR Parkersburg, W. Va.

Legislative and other activities of state associations were reviewed by representatives of the state groups including: Maryland-D. C.—Ben Strouse, WWDC Washington; North Carolina—William S. Page, WELS Kinston; Pennsylvania—Cecil Woodland, WEJL Scranton; South Carolina—Charles A. Batson, WIS-TV Columbia; Virginia—John L. Cole Jr., WHLF South Boston; West Virginia—Paul J. Miller, WWVA Wheeling.





NARTB Sets Region 8 Agenda, Fifth of Eight Fall Meetings

AGENDA for NARTB's Region 8 Conference, which runs Monday-Wednesday, Oct. 24-26, at San Francisco's St. Francis Hotel, was announced last week by NARTB President Harold E. Fellows.

Fifth in a series of eight NARTB fall meetings, the Region 8 sessions will include delegates from Dists. 15 (Calif., Guam, Hawaii, Nev.), 16 (Ariz., Calif., Nev.) and 17 (Alaska, Ore., Wash.). Monday is Radio Day, Tuesday Association Day and Wednesday Tv Day.

Guest speakers on Monday will include Mal Hansen, WOW Omaha, and Raymond R. Morgan, Raymond R. Morgan Adv., Los Angeles. On Tuesday, Judge Justin Miller, former NARTB board chairman, and FCC Comr. Edward M. Webster. On Wednesday, Dorothy Brown, ABC Western Div.; Philip G. Lasky, KPIX (TV) San Francisco; Oliver Treyz, president, and Pete Cash, station relations director, both Tv Bureau of Advertising; Robert D. Swezey, WDSU-TV New Orleans and Clete Roberts, KNXT (TV) Los Angeles.

Hal Fellows Recuperating After Pneumonia Attack

HAROLD E. FELLOWS, NARTB president, is recuperating in Peter Bent Brigham Hospital, Boston, from virus pneumonia. He was unable to attend the NARTB regional meeting at Roanoke, Va., last week (see story page 66).

Mr. Fellows became ill in Boston over the weekend. He had gone to his home city for a weekend rest after a heavy travel schedule and series of speeches and meetings. Recently he had suffered from a heavy cold. When he became ill Monday he was taken to the hospital.

While no definite word was available about his chances of attending regional meetings late this month and in early November, it was pointed out that the recuperative period from pneumonia is frequently long. Last week's regional meeting completed the first half of the NARTB schedule. Meetings resume Oct. 24 in San Francisco.

Higgins Renamed Chairman Of NARTB Sports Committee

GEORGE J. HIGGINS, KMBC-AM-TV Kansas City, has been reappointed chairman of the NARTB Sports Committee by President Harold E. Fellows. Known widely in the sports and broadcasting spheres as "Coach," Mr. Higgins has a long background as athlete, coach and game official.

Radio members of the committee include Fred Knorr, WKMH Dearborn, Mich.; Robert O. Reynolds, KMPC Hollywood; Alois A. Schmidt, WFCB Dunkirk, N. Y.; Don Searle, Farm & Home Radio Co., Grand Island, Neb.; A. E. Spokes, WJOY Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio.

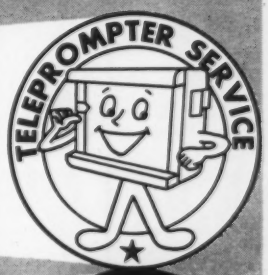
Television members are: Kenneth L. Carter, WAAM (TV) Baltimore; Albert D. Johnson, KENS-TV San Antonio; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Robert R. Tincher, KVTV (TV) Sioux City, Iowa.

Representatives of networks are Tom Velotta, ABC; Elmer Lower, CBS; John Burnett, MBS, and Tom Gallery, NBC.

In the Spotlight!

500,000 hours' performance...

Behind this 500,000 hours' performance is the depth of pioneering and experience and service that distinguishes TelePrompTer* operations throughout the industry.



TelePrompTer adds impact

TelePrompTer network service on:

8 of the top 10 shows (Nielsen)
Over 100 shows weekly
18,000 variety, dramatic and news shows in 3 years

TelePrompTer insures quality production

TelePrompTer service available at:

TV stations from coast-to-coast
Every size . . . Grand Junction, Colo. to New York City
Stations covering 78% of all U.S. TV homes

TelePrompTer saves money

TelePrompTer service in film studios:

Over 100 film shooting days this month
40% cut from shooting time on one TV series alone

TelePrompTer... the speaker's best friend

TelePrompTer meeting services:

Leading companies now use TelePrompTer's complete staging service consisting of lighting, audio systems, special effects, portable modular stages... and TeleMation . . . an amazing system of automation.

Whenever you want impact insurance in a performance... call on the experienced and expert service of...

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LOS ANGELES
George Kane, Manager
6151 Santa Monica Boulevard
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TelePrompTer service now available in all principal cities throughout the United States, Canada and many foreign countries.

EXCLUSIVE!!

OUR OWN *(exclusive)*

FOREIGN CORRESPONDENT!

K-NUZ News Director, Bill Crawford, reporting direct from

- London
- Paris
- Frankfurt
- Berlin
- Madrid
- Rome
- Athens
- Istanbul
- Amsterdam
- Europe
- And the Middle East

Exclusively reported for Houston, by Houston's favorite Newscaster, **exclusively** on Houston's favorite station.

This world report is another first for K-NUZ, the station Houston looks to for "firsts". First in News, Music, and on the spot reports from "Big Mike" our roving station on wheels, and first in personalities with Paul Berlin, Texas' No. 1 Radio personality. This **exclusive** program is sponsored by David's Hardware Stores of Houston.

K-NUZ

"Houston's 24 hour Music & News Station"

Nat'l. Rep.: Forjoe & Company

In Houston: Dave Morris — JAckson 3-2581

Story Behind '$64,000' Told to Radio-Tv Execs

THE REAL story behind the success of the *$64,000 Question*, according to its creator, lies in the "enormous power of television to affect the future course (or life) of a certain person" and in moving merchandise.

The speaker, Louis G. Cowan, executive producer, CBS-TV, who maintains his interest in Louis G. Cowan Inc., producer of the question show which is simulcast on CBS-TV and CBS Radio, Tuesdays, 10-10:30 p.m. EDT, was featured at a special Radio & Television Executives Society luncheon last Thursday at the Roosevelt Hotel, New York.

Mr. Cowan noted that the program has had phenomenal success not only in selling its sponsor's products (Revlon Product Corp., through Norman, Craig & Kummel) but also in moving competitor brands off the shelves.

He said the meaning of the program lies in an understanding of television which he described as the "greatest mass communications medium in the world." Mr. Cowan said that an average of 300 million "people hours" per day are spent with tv. Acknowledging the movies' claim of 80 million people attending U. S. motion picture houses in a given week, Mr. Cowan asserted that the *$64,000 Question* claims to be seen by 60 million people every Tuesday night.

Mr. Cowan said the factor of tv's tremendous magnetism outweighed all others—such as reality, types of people, size of the prize, identification with contestant, the time, the night and the network—in making the program such an outstanding success in the number of viewers, in selling the sponsor's products and in winning a "generous" share of news wire, feature and photo service attention.

Tv Information Committee Lineup Announced by NARTB

MEMBERS of NARTB's Tv Information Committee for fiscal 1955-56 were announced last week by President Harold E. Fellows, with Jack Harris, KPRC-TV Houston, as chairman.

Other members: Charles Crutchfield, WBTV (TV) Charlotte; Gordon Gray, WOR-TV New York; Payson Hall, Meredith Publishing Co. stations; C. Howard Lane, KOIN-TV Portland, Ore.; D. Lennox Murdoch, KSL-TV Salt Lake City; D. L. Provost, WBAL-TV Baltimore; George B. Storer Jr., Storer Broadcasting Co.; Chris J. Witting, Westinghouse Broadcasting Co.; Eugene Accas, ABC; Sydney Eiges, NBC, and Charles J. Oppenheim, CBS.

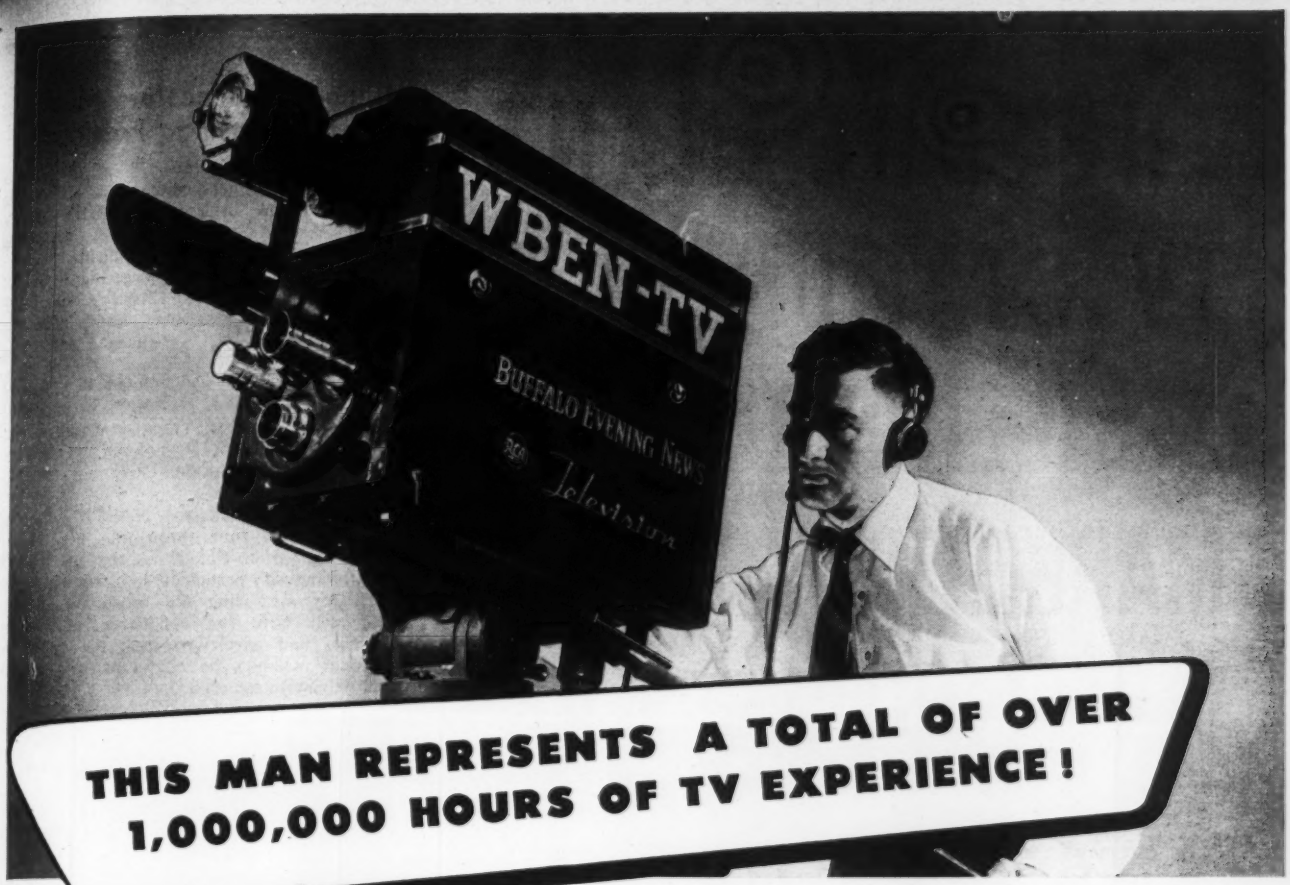
Missouri Broadcasters Elect KXOK's Thomas President

C. L. (CHET) THOMAS, vice president-general manager, KXOK St. Louis, Mo., was elected president of the Missouri Broadcasters Assn. at the annual meeting a fortnight ago in Jefferson City.

Mr. Thomas succeeds Sam Burk of KIRK Kirksville.

Others elected were Earl Dougherty, KXEO Mexico, vice president and Bruce Barrington, WEW St. Louis, secretary-treasurer. Catherine Roer, of Jefferson City was named executive secretary of the association, a newly created post.

Speakers at the meeting, which was attended by about 50 people, included Howard Bell, assistant to NARTB President Harold Fellows; J. R. Livesay of WLBH Mattoon, Ill., and Ben Sanders, KICD Spencer, Idaho.



THIS MAN REPRESENTS A TOTAL OF OVER 1,000,000 HOURS OF TV EXPERIENCE!

Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by* WBEN-TV *costs no more.*

in Buffalo-TV dollars count for more on channel 4

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

THE DOMINANT TV STATION IN A 2 BILLION DOLLAR MARKET IS WTRF-TV, WHEELING, WEST VA.

By every accepted standard of audience measurement, WTRF-TV is the dominant station in the 2 billion dollar Wheeling-Steubenville market. This important and fast growing market, called the Ruhr Valley of America, consists of 416,210 families, 1,409,300 people, owning 307,400 television sets, with a combined spendable income of $1,973,985,000, an average of $4,742 per household.

WTRF-TV, operating on channel 7 with 316,000 watts, penetrates the Wheeling-Steubenville market with amazing results. Intelligent programming combined with alert, aggressive promotion means your budget buys more sales impact than offered by any competing media. Take a long, concentrated look at the important Wheeling-Steubenville market, bearing in mind that WTRF-TV is the dominant TV station—the *BIG selling* medium.

ATTENTION FOOD ADVERTISERS:
Have you heard about our sensational Merchandising Plan?

Bob Ferguson, VP & Gen. Mgr.
Represented by Hollingbery
NBC Primary—ABC Supplementary

WHEELING, WEST VIRGINIA
Equipped for network color

Illinois Broadcasters Meet, Elect Bonansinga President

REGISTRATION passed 70 at the Illinois Broadcasters Assn. meeting last Monday in Springfield. Joe Bonansinga, WGEM-AM-TV Quincy, was elected president, succeeding Harold Dewing, WCVS Springfield.

Other new officers are George Biggar, WLBK De Kalb, vice president; Charles Cook, WJPF Herrin, secretary-treasurer, and directors, Harold Safford, WLS Chicago, and Adlai Ferguson, WPRS Paris.

A morning talk was made by Ben Sanders, KICD Spencer, Iowa, on "Main Street Radio," and Charles Tower, employer-employe relations manager, NARTB, spoke in the afternoon on "Some Recent Labor Relations Developments."

Resolutions asked for NARTB action to effect uniform time throughout the country within the various time zones; that the NARTB and the industry participate in providing a yardstick for measuring the broadcast audience that will have the confidence of stations, agencies and advertisers; that the system of regional meetings be continued with a two-day maximum for each.

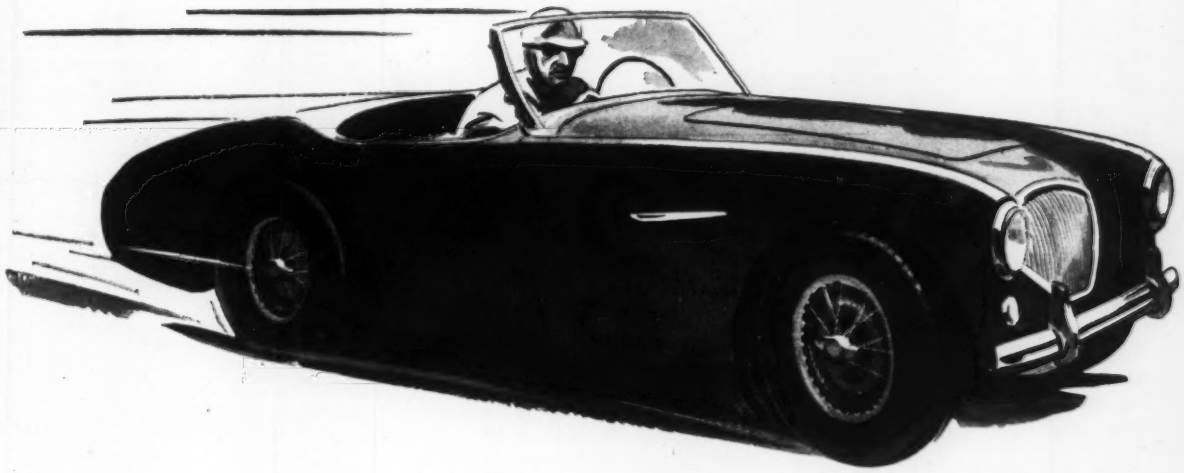
ILLINOIS Broadcasters Assn.'s new president, Joe Bonansinga (seated, r), meets with Harold Dewing, WCVS Springfield, outgoing president, and other officers (l to r): George Biggar, WLBK De Kalb, vice president; Bill Holm, WLPO LaSalle, NARTB Dist. 9 director, and Charles Cook, WJPF Herrin, secretary-treasurer.

Alabama Broadcasters Meet

ALABAMA Broadcasters Assn.'s eighth annual fall conference was held Oct. 6-8 on the campus of the U. of Alabama, University, with George B. Storer, Storer Broadcasting Co., as keynote speaker Oct. 7. Ray Cormier, Ray Cormier Adv., Los Angeles, and Jerome Feniger, Cunningham & Walsh, New York, were guest speakers Oct. 7, and William G. Rambeau, William G. Rambeau Co., New York, on Oct. 8.

Vermont Broadcasters to Meet

VERMONT Assn. of Radio & Tv Broadcasters holds its fall meeting today (Monday) at the Hotel Vermont, Burlington, in conjunction with a Radio Advertising Bureau sales clinic. New officers will be elected and business conducted at the meeting beginning at 6 p.m.



YOU MIGHT DRIVE 3175 MILES IN 24 HRS.—*

BUT . . . YOU NEED WKZO-TV TO SPEED UP SALES IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
Saturday & Sunday 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Western Michigan. With over half a million television homes in 29 counties, this is one of America's "top-20" TV markets!

American Research Bureau figures, left, prove WKZO-TV's tremendous popularity—not only in Kalamazoo and Grand Rapids, but in Battle Creek and Muskegon as well.

Let Avery-Knodel fill you in!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
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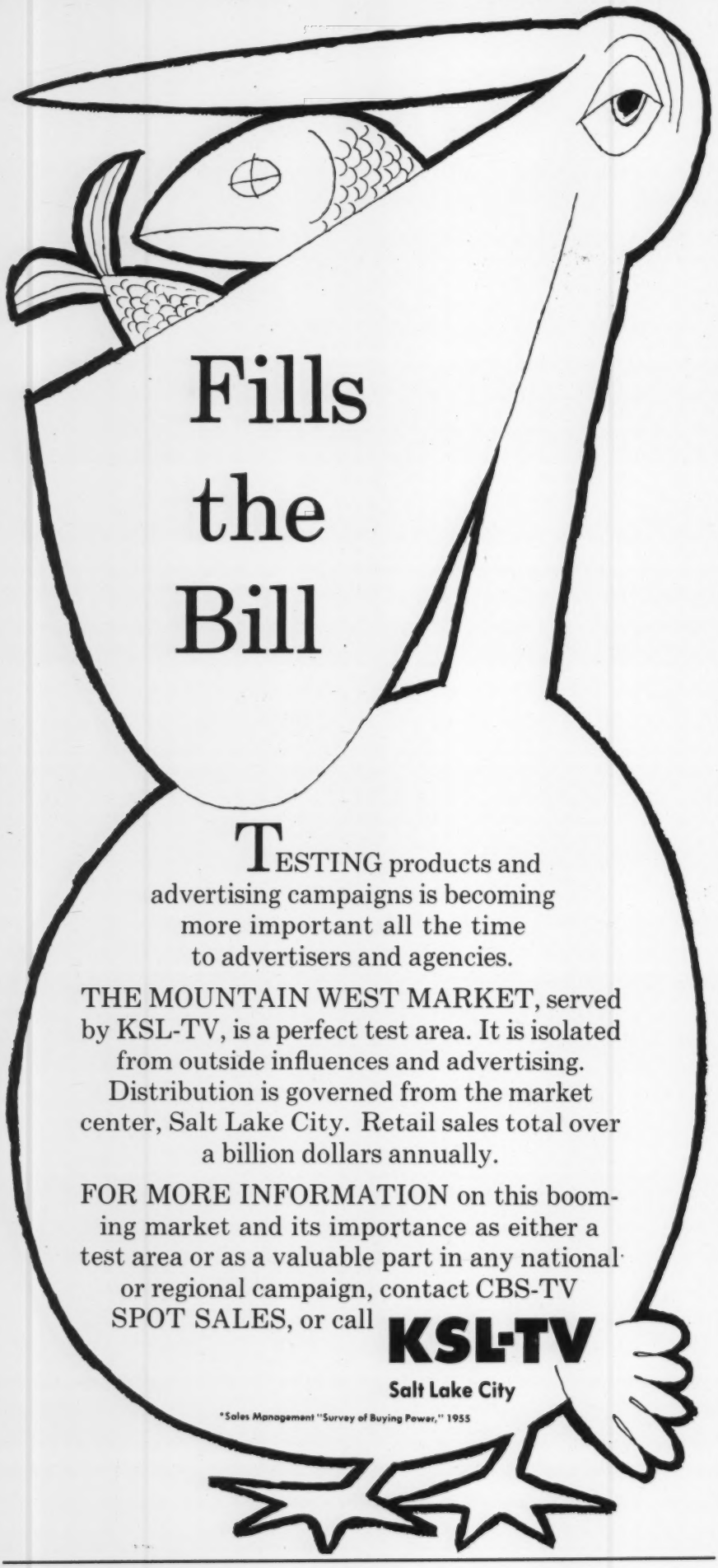
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives

** Donald Healey and a five-man team set this world's record in an Austin-Healey 100-S, in August, 1954.*


Fills
the
Bill
TESTING products and advertising campaigns is becoming more important all the time to advertisers and agencies.
THE MOUNTAIN WEST MARKET, served by KSL-TV, is a perfect test area. It is isolated from outside influences and advertising. Distribution is governed from the market center, Salt Lake City. Retail sales total over a billion dollars annually.
FOR MORE INFORMATION on this booming market and its importance as either a test area or as a valuable part in any national or regional campaign, contact CBS-TV SPOT SALES, or call
KSL-TV
Salt Lake City
*Sales Management "Survey of Buying Power," 1955

Bartley Urges Kentuckians To Seek Relief From Libel

URGING Kentucky broadcasters to seek relief from their legislature, FCC Comr. Robert T. Bartley recounted the dilemma of broadcasters who are forbidden by the Federal government to censor a political speech, but who are liable to damages for defamation by state law.

Speaking to the Kentucky Broadcasters Assn. in Lexington, Ky., Friday, Comr. Bartley said that Kentucky was one of the 14 states which still does not have slander protection for its broadcasters. Thirty-four states already have passed such laws, he said .

States without libel protection laws for broadcasters, in addition to Kentucky, are: Alabama, Delaware, Illinois, Indiana, Maryland, Massachusetts, New Jersey, New Hampshire, Oklahoma, Rhode Island, Vermont, Washington and Wisconsin.

Sec. 315 of the Communications Act requires that if a broadcaster permits a candidate for public office to use its facilities, it must extend equal opportunity to all other such candidates. It also forbids censorship of candidates' speeches. In some instances stations have been sued for libel and defamation after a candidate has made charges over the air—even though station officials may have pointed out the libelous nature of the allegations.

Tv Film Directors Form Western Division

FORMATION of a western division of National Assn. of Television Film Directors under the chairmanship of Richard Norman, film buyer at KPTV (TV) Portland, Ore., was announced last week following conclusion of the group's first West Coast conference in Hollywood [B•T, Oct. 10]. Les Chipman, KOMO-TV Seattle, was elected secretary, and Richard Woollen, film buyer, KTTV (TV) Hollywood, was named public relations director.

NATFD voted to hold its first national convention in Chicago next May just before the NARTB convention. Named to head the convention plans committee was Buck Long, operations manager and film buyer, KFJZ-TV Fort Worth, Tex. Other chairmen appointed were Bill Hollenbeck, KFSD-TV San Diego, Calif., color film research committee; Dick Thiriot, KSL-TV Salt Lake City, operational procedures standardization committee; Jim Bentley KCEN-TV Temple, Tex., newsletter; Mr. Woollen, film procurement, and Mr. Chipman, membership.

RTES Sets Oct. 18 Seminars

FIRST MEETING of the 1955-56 series of timebuying and selling seminars of the Radio & Television Executives Society, New York, will be held Tuesday. The series will break into a group of eight luncheons devoted to topics of general interest to buyers and sellers and a second series of eight meetings that will cover specialized aspects. The seminar committee is headed by Co-Chairmen Frank Pellegrin of H-R Representatives, and Mary McKenna, WNEW New York.

Carmine Featured Speaker

JAMES H. CARMINE, president of Philco Corp., will make the feature luncheon address at the 1955 Washington (D. C.) Seminar on Marketing at the Willard Hotel Oct. 25. The meeting is sponsored jointly by the Advertising Club of Washington and Washington Chapter of the American Marketing Assn.

20 years ago...

and today

They're both BLAW-KNOX Towers over 1000 feet high

The *first* broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high . . . such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet *your* specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

BLAW-KNOX

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

UHF OPERATORS ASK FOR FCC HEARING

Commission requested not to take action on uhf-vhf question that would render the problem moot and solutions impossible.

IT was the uhf broadcasters turn at the FCC bat last week, as the Commission awaited a response to its request to the Office of Defense Mobilization for more frequencies in the vhf band for tv [B•T, Oct. 10].

The uhf operators urged the FCC to hold "open and public proceedings" on the vexatious uhf-vhf problem. They also asked that the Commission not take any "inconsistent" action "which would render the problem moot and make consideration of any effective nationwide solutions of the uhf problem impractical or impossible to attain."

This latter was taken to refer to the Commission-scheduled consideration today (Monday) of the deintermixture petitions. As of late last week the Commission had not changed its mind about taking this up today.

Earlier last week, FCC Chairman George C. McConnaughey met with Dr. Allen B. DuMont. No particulars of Dr. DuMont's recommendations were revealed. On Thursday night, Mr. McConnaughey posed some questions on the uhf-vhf subject to the NARTB regional meeting in Roanoke, Va.

On the horizon was an undisclosed plan prepared by Dr. W. R. G. Baker, GE Electronics Division vice president, to be presented to a manufacturers' frequency allocations committee scheduled to meet Oct. 19 at the English Room of the Plaza Hotel, New York. The proposal will be presented to the Commission if it is accepted by committee members, Dr. Baker, committee chairman, said last week.

The uhf group gathered 30 strong in Washington Thursday afternoon. They met with Acting Chairman Rosel H. Hyde and Comrs. Edward M. Webster, Robert E. Lee, John C. Doerfer and Richard A. Mack Friday morning. The meeting lasted about an hour, resulted in a decision to have the uhf group submit a formal petition asking that the FCC hold open hearings and that it do nothing to "prejudge" the deintermixture issues.

The uhf spokesman was Harold Thoms, WISE-TV Asheville, N. C. Benedict P. Cottone was counsel to the group.

The uhf committee urged the FCC not to take any action which would "without further proceedings" make "future deintermixture or other remedies difficult or impossible."

"It is our view," the uhf statement read, "... that [the Commission] hold open and public proceedings, with opportunity to be heard given to all interested persons who have recommendations to make . . . It is only in this way that problems that are most critical to the survival of many television stations throughout the country can be fairly resolved."

Thoms Initiates Meeting

The meeting of uhf broadcasters was initiated by Harold Thoms, WISE-TV Asheville, N. C., chairman of the Uhf Industry Coordinating Committee. In an Oct. 10 telegram to each commissioner, Mr. Thoms asked that the uhf group be given an opportunity to be heard, "affording us at least the same opportunity given to the two largest networks."

It was understood that Friday's meeting with the Commission was in the nature of an overall uhf broadcasters' committee and not specifically limited to members of Uhf Industry Coordinating Committee.

In Mr. McConnaughey's speech to the NARTB members in Roanoke last week the FCC chairman termed the current uhf-vhf problem as "challenging". Some of the questions he raised were:

What should we do about deintermixture? Do the present 12 vhf channels and the possibility of obtaining more vhf channels offer enough spectrum space to meet the demand now and for a reasonable time in the future? Do the 70 uhf channels in the present state of the art offer a satisfactory solution to the problem? Will a combined use of these channels work better? When we compare the possibility of obtaining more vhf space with the possibility of developing uhf to a comparable service, what answer do we get?"

He also related some of the actions that the Commission has taken to help uhf. He mentioned booster rule-making, quasi-satellite operation authorization, 5 megawatt proposal, privately owned intercity relays rule-making.

In referring to the FCC's action in seeking additional vhf channels from the military, the FCC chairman said that the Commission "adopted what might be called a priority of procedure, the first step being to consult with the government, at a high level conference, the possibility of obtaining more vhf television channels."

He also referred to the Commission's meetings with ABC, CBS, Gen. Sarnoff, Dr. DuMont, and others.

From Early Morning . . . to Late Night

MOST PEOPLE LISTEN TO WAKR

Here's How the Audience is Divided •

WAKR	STATION "A"	STATION "B"	STATION "C"	STATION "D"
44.6%	17.9%	22.2%	8.2%	4.4%

MORNING — AFTERNOON and NIGHT

• 6 A. M. to 10:30 P. M.

WAKR is 1st.

A DECIDED FIRST IN LISTENERS

The current TRENDEX* audience measurement report again confirms WAKR's dominant position in Akron Radio.

WAKR-TV
Now in its 3rd YEAR

• TRENDEX — Akron Audience Survey June, 1955

WAKR-RADIO • WAKR-TV

RADIO — TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

Dr. W. E. Bradley

Or how the amazing purple motor oil turned purple

"You've heard it said that competition among companies brings you better products ahead of time?

"Then sit in with me out at Union Oil's research center for a spell and see it happen.

"Take the case of the amazing purple motor oil. Some years back we foresaw that car engines coming up would put more than simple lubrication demands on oil.

"So we developed a method of improving oil stocks. It gave us an oil base that was better than anything nature had ever produced.

"To this we added special ingredients: one to keep the engine cleaner, one to neutralize acids from the combustion chamber and to reduce metal wear, another to control sludge formation. And one of these additives turned the oil purple!

DR. BRADLEY, MANAGER OF RESEARCH; WITH UNION OIL 24 YEARS.

"Our new product was so amazingly good it permitted manufacturers to step up horsepowers of their engines. Fact is, this was the original type of heavy duty motor oil used all through World War II.

"We continued perfecting our purple oil, and when peace came we named it Royal Triton and put it on the market. To demonstrate its superiority we filled the crankcases of four different makes of cars with it, then drove them 30,000 miles without changing oil—only adding make-up.

"When we tore the engines down we found the wear was within the usual factory tolerances for new parts. And every part clean as a whistle.

"If you use Royal Triton in your car today you probably take this kind of performance for granted. But don't forget—it was competition that put the pressure on us to bring it to you long before you asked for it!"

* * * *

Royal Triton has been a success from the start.

Today—in new all-weather 5-20 and 10-30 grades designed specifically for modern high-compression engines—it embodies the latest advances in lubricating oil technology.

Yet Dr. Bradley and his research teams are even now trying to find new ways to increase its margin of superiority.

This is a typical example of how you benefit when free men freely compete for your business.

Union Oil Company OF CALIFORNIA

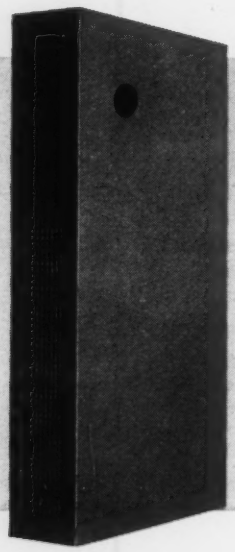
YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, Calif.*

HERE ARE THE *facts* ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

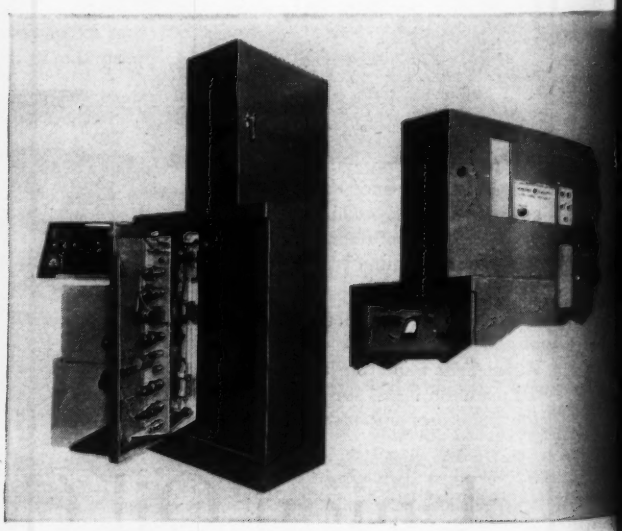
THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

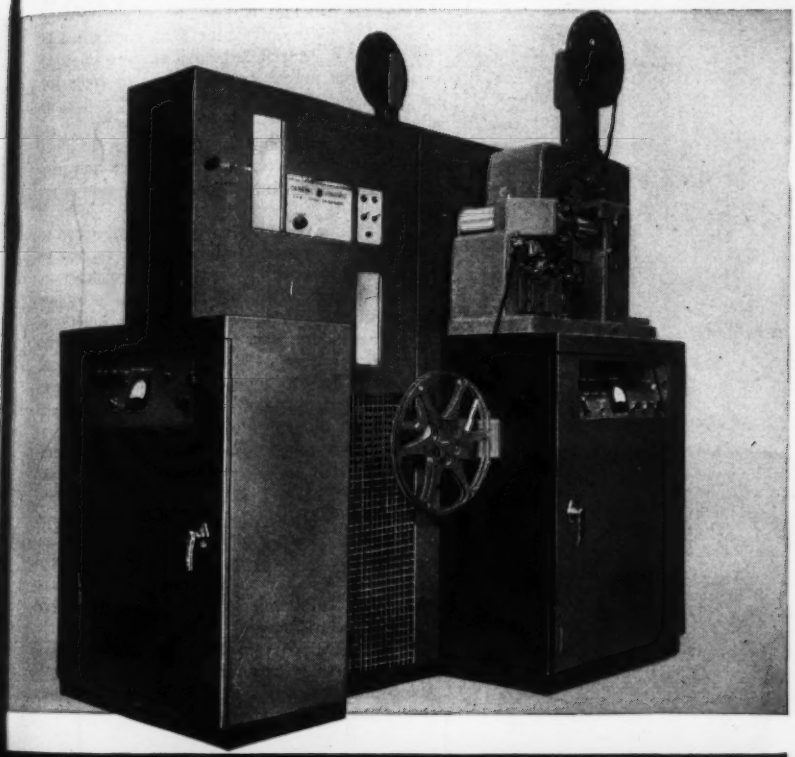
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER FOR BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

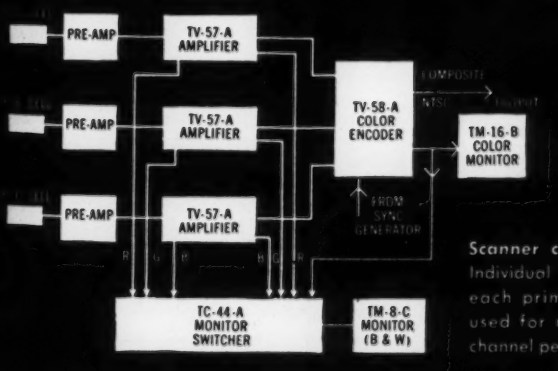
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2105-17, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Nems-Clarke's

ACCESSORY UNIT-Type 121

- Provides an output for the operation of a 1 milliampere recorder
- Provides an acoustic output (panel mounted speaker) to eliminate need for headphones
- Provides a source of power for operation of the 120D over long or continuous periods

The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. is available.

For Information
write dept. V for descriptive folder

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MD.

FUNCTIONAL MUSIC PERMITS TO 2 FMS

WWDC-FM Washington and WPEN-FM Philadelphia get FCC authorizations to provide background music services.

THE FIRST FCC authorizations to permit fm stations to engage in functional music operations and thus gain additional revenues were awarded last week to WWDC-FM Washington and WPEN-FM Philadelphia.

The new subsidiary communications authorizations are required under the Commission's new fm rules, effective last July 1, allowing stations to provide background music services in addition to their regular broadcast schedule [B•T, July 4, March 28]. All stations engaged in functional music were required to apply for an SCA within 60 days after the rule became effective.

The FCC noted it has received over 40 other SCA applications that are incomplete and cannot be processed until more information is received.

The change in the fm rules was designed to give such stations a chance to gain income in addition to revenues from regular broadcast operations. Under the rule change an fm station until July 1, 1956, can transmit functional music on a multiplex basis (simultaneous with regular operations) or on a simplex basis (one program for both regular broadcast and functional music). After next July background music must be multiplexed.

WWDC-FM will conduct a storecasting service to a chain of about 80 drugstores in the Washington area. The storecasting transmissions of WWDC-FM, on a simplex basis, will be received in entirety except for certain announcements which are eliminated by "beep" signals. WWDC-FM also will provide a background music service to a number of commercial establishments.

WPEN-FM will simplex a background music service to such commercial establishments as automobile agencies, banks, department stores, industrial plants and restaurants.

Ask Fm Rule Change

Amidst FCC grant of the first SCA's came a request by WHOM-FM New York that the Commission alter the new fm rules to clear up a discrepancy which requires fm stations to operate on Sunday. WHOM-FM said under the new rule an fm outlet must operate a minimum of 36 hours a week from 6 a.m. to midnight, consisting of not less than five hours a day; time devoted to functional music operations will not be included in meeting the 36-hour requirement.

The effect of the rule requiring stations to operate not less than five hours a day prohibits them from staying silent on Sunday if they so choose, it was pointed out. WHOM-FM said that standard stations are not required to operate on Sunday.

The station also stressed that Sunday operation is substantially more expensive than a comparable midweek-day operation and involves overtime payments to staff.

Mayer Gets Boston Uhf Grant, Second Cp in Three Weeks

THE SECOND uhf tv permit in less than three weeks was awarded last week to Herbert Mayer (Ajax Enterprises) for ch. 38 at Boston. Previously Mr. Mayer was granted ch. 23 at Philadelphia [B•T, Oct. 3].

The proposed Boston station will operate at

Some people are born leaders

...like WCAU, Philadelphia

WCAU Radio's supremacy is even more evident in its 33rd year. The latest Pulse report shows WCAU's audience share to be 38% greater than the next nearest station, while sales records for the first eight periods of 1955 surpass the same period last year—an all-time high in station history.

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

DON'T MISS THE BOAT... in Buffalo

If you're not using WGR-TV, you're missing prime coverage in the nation's 14th largest market.

Surveys show WGR-TV is Buffalo's favorite station. For instance, WGR-TV has 3 of the top 5 multi-weekly shows. (Pulse)

It stands to reason you want Buffalo's favorite station to give you maximum coverage of the 470,436 sets in Western New York *AND* 443,349 sets in nearby Canada

You'll capture the Nation's 14th largest market on

WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

251 kw visual and 135 kw aural, with antenna 459 ft. above average terrain. Mr. Mayer has been out of broadcasting since 1954 when he sold ch. 27 KPTV (TV) Portland, Ore., and ch. 8 WXEL (TV) Cleveland, along with Empire Coil Co. (electronic parts), New Rochelle, N. Y., for $8.5 million to Storer Broadcasting Co.

Comr. Robert E. Lee dissented to the Boston grant because, it was understood, he wanted more information.

In another action last week, Pacific Television Inc., owned by KVAL-TV Eugene, Ore., has applied for ch. 16 at Coos Bay, Ore. The station will operate at 21.7 kw visual and 11.74 kw aural, with antenna 590 ft. above average terrain. KVAL-TV also owns 50% of KPIC-TV Roseburg, Ore.

KOB DENIED REVIEW OF STATE TAX EDICT

REFUSAL of the U. S. Supreme Court to consider the appeal of KOB Albuquerque, N. M., from a decision of that state's Supreme Court that KOB is liable to the state-imposed school tax makes one thing pretty evident according to tax lawyers familiar with the broadcasting field:

Where a state or a municipality imposes a tax on local revenue and the income of a radio or tv station can be segregated between national and local income, the station is going to have to pay the tax.

The U. S. Supreme Court's refusal to review the KOB case leaves the New Mexico Supreme Court decision in effect. This held that the state school tax (2% on gross income) was legal on local revenues of broadcast stations.

KOB has been fighting this tax for 10 years. Its position was that broadcasting is interstate commerce and thus immune to state and local taxes.

This defense was based on the 1936 Supreme Court decision in the Fishers Blend case (KOMO Seattle) which held that the income of broadcast stations was not taxable by the state of Washington.

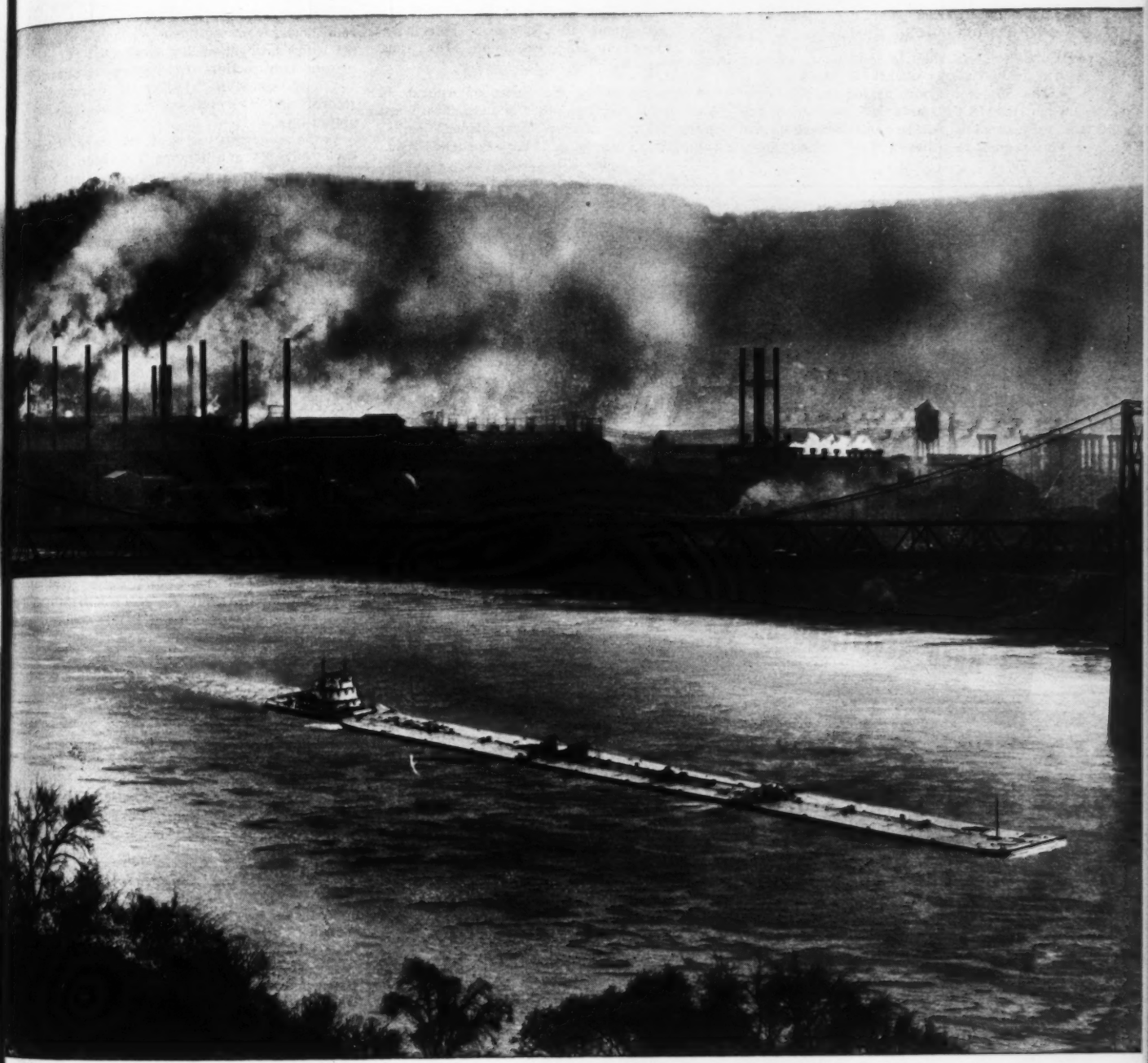
KOB won its point three times in lower courts, but was reversed by higher state courts. The last New Mexico Supreme Court decision in this case was handed down early this year [B•T, Feb. 28].

In the Seattle case, KOMO successfully contended that it was a clear channel station (50 kw on 1000 kc) covering 11 western and northwestern states and Alaska and Hawaii and that there was no way of apportioning its income as between local and national business.

Last week's Supreme Court ruling that there was no substantial federal question involved in the KOB appeal was the second since 1949 involving taxes and radio stations. In 1949 the Supreme Court held to the same ruling when KGHI and KARK Little Rock, Ark., appealed an Arkansas court decision that the stations were liable to a city tax of $250 plus another tax of $50 for engaging in the business of soliciting advertising.

Earlier this year [B•T, Feb. 14], the Supreme Court refused an appeal by KPOA Honolulu on the same grounds. There the territorial government imposed a tax on gross income of broadcast stations, exempting from taxation the income from business outside the Islands. This was held valid by the Hawaiian Supreme Court, and affirmed by the U. S. Court of Appeals in San Francisco last year [B•T, Dec. 6, 1954].

GOING PLACES *on the nation's rivers with Cities Service...*



Cities Service petroleum products travel by fast supertankers... they also move by plodding barge over the nation's inland waterways from Cities Service refineries to major midwest distribution centers... today they are traveling over water, over land and underground in record quantity, to meet a record customer demand.

CITIES SERVICE

A Growth Company

Number 14 of a series

COURTS FACE HEAVY RADIO-TV DOCKET

U. S. tribunals open fall term laden with cases pending. Supreme Court agrees to determine validity of FCC's multiple ownership rules.

THE fall term of the U. S. judiciary opened with a heavy radio-tv docket last week.

• The Supreme Court agreed to determine whether the FCC's multiple ownership rules are valid or not. At the same time it turned down a request to review a New Mexico ruling making KOB Albuquerque liable to a 2% gross tax for schools (see separate stories on page 92).

• The Court of Appeals in Washington heard four tv appeals in three days last week. They concerned grants to Tampa-St. Petersburg, Fla.; Savannah, Ga.; Beaumont, Tex., and Petersburg, Va.

• Pending before the Court of Appeals in Washington are four other tv cases heard last spring. They involve Sacramento, Calif.; Tampa-St. Petersburg, Fla.; Portland, Ore., and Providence, R. I. Decisions are expected soon—although they may be held up if the court decides to amalgamate all the current tv cases, both those pending a final ruling and those argued last week.

All of the cases heard last week were appeals from final decisions of the FCC granting tv channels. Although each case involved separate issues, many of them overlapped. Among the issues brought up last week were (1) premature construction, (2) option agreements, (3) city straddling, (4) prior broadcasting record, and (5) network practice regarding option time.

In the arguments last week, the Tampa Times Co. (WDAE) and Orange Television Broadcasting Co. (local department store interests) attacked the FCC's grant of Tampa-St. Petersburg's ch. 13 to Tampa Television Co. Tampa Tv is 20% owned by Walter Tison, former owner of WALT Tampa.

The case was heard by Circuit Judges E. Barrett Prettyman, Wilbur K. Miller and John A. Danaher. Arguing for Tampa Times was Thomas H. Wall; for Orange, Marcus Cohn; for FCC, Henry Geller, and for Tampa Tv, Vincent B. Welch.

At issue is the past broadcast record of Mr. Tison and the Commission's refusal to agree that kinescopes could be used in place of live network programs in option times.

WJIV Savannah fought the grant of Savannah ch. 3 to WSAV that city on the ground that WSAV had begun construction before the grant was made. This is prohibited by the Communications Act. FCC conditioned its grant so that WSAV was forbidden to use steel sleeves atop the Liberty National Bank Bldg.

Beaumont (Tex.) *Enterprise* and *Journal* (KRIC) attacked the Commission's grant of Beaumont-Port Arthur ch. 6 to KFDM that city. It charged that the KFDM application was changed when former Tex. Gov. W. P. Hobby was given an option to buy 32.5% of that station following the issuance of the initial decision favoring that grant. Previously Mr. Hobby, who owns the *Houston Post*-KPRC-AM-FM-TV, held 35% interest in KTRM Houston, the other unsuccessful applicant in the Beaumont-Port Arthur contest.

The Beaumont case was heard by Circuit Judges David L. Bazelon, Charles Fahy and John A. Danaher. Representing KRIC was Leonard H. Marks; the FCC, J. Smith Henley; KFDM, George S. Smith.

Other Cases

Southside Virginia Telecasting Corp. (which includes principals of WSSV Petersburg) attacked the Commission's grant of Petersburg's ch. 8 to Petersburg Television Corp. Issues involved the FCC's choice of WXEX-TV, which is affiliated in ownership with WLEE Richmond (Tom Tinsley), which proposed to serve the whole Petersburg-Richmond area. Southside proposed to serve Petersburg and southern Virginia.

Awaiting the circuit court's decisions are McClatchy Broadcasting Co.'s appeal against the grant of Sacramento's ch. 10 to Sacramento Telecasters Inc. (KBET-TV); *St. Petersburg* (Fla.) *Times*-WTSP appeal against the grant of Tampa-St. Petersburg's ch. 8 to *Tampa Tribune*-WFLA-TV; Columbia Empire Telecasters Inc. (including KPOJ-*Portland* [Ore.] *Journal* and Wesley Dumm) litigation against the grant of Portland's ch. 12 to Oregon Television Inc. (KLOR [TV]).

Also pending a court ruling is the appeal of ch. 16 WNET (TV) Providence, R. I., against the grant of Providence's ch. 12 to what is now WPRO-TV there. This involves procedural questions.

WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*
39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).
39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*
39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.
Basic NBC programming plus market-WISE local programming.
A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

THIS 4-PIED PIPER*

. . . attracts kids from every city, town, and hamlet of our wide, rich viewing area. He knows what the lollipop set wants in programming . . . those pies are stuffed with kid-appeal. You pay the piper you want – he'll pipe your message right into the hearts of this huge audience of persistent sales-influencers. Get your own pie eyed by the "Mommy-I-Want" gang. Give them a big slice, too. It doesn't take any crust to say your sales curve will rise. That means good eatin' for everybody . . . mostly you!

* Shhh . . . it's WHIO – TV's 1104' tower in disguise.

For your winning recipe, contact our national Pie-Eyed Piper, George P. Hollingbery.

CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

whio-tv
CBS

Ten New Radio Stations Approved by Commission

CONSTRUCTION permits for 10 new am stations were granted last week by the FCC.

Granted were:

Lancaster, Calif.—Brocaw Broadcasting Co., 1380 kc, 1 kw daytime with directional antenna. Harold J. Brown, 80% owner of Brocaw, is 51% owner of KBIS Bakersfield.

Canton, Ga.—Christian & McClure, 1290 kc, 1 kw day. Principals are L. H. Christian, who owns 52% of WRFC Athens, Ga., and 45% of WGBA Columbus, Ga., and C. A. McClure, 36¼% owner of WRFC and 45.7% stockholder of WGBA.

Sylvania, Ga.—Sylvania Broadcasting Co., 1490 kc, 250 w unlimited hours. Principal Robert H. Thompson Sr. is the owner of WWNS Statesboro, Ga.

Las Cruces, N. M.—Taylor Broadcasting Co., 570 kc, 1 kw day. Taylor is the licensee of KBIM Roswell, N. M., and has filed an application for ch. 10 in Roswell.

Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw day with directional antenna. Majority stockholder John P. Lynker is employed at WVNJ Newark, N. J.

Milton, Pa.—Williamsport Radio Broadcasting Assoc. Inc., 1380 kc, 1 kw day. Williamsport is the licensee of WWPA Williamsport, Pa.

Weatherford, Tex.—Weatherford Broadcasting Co., 1220 kc, 250 w day. The grant was made with the condition that partner Roy Thomas Gibson, sales manager of KRLD Dallas, Tex., sever all connections with KRLD.

Anacortes, Wash.—Skagit Broadcasting Co., 1340 kc, 250 w unlimited. Principals in equal partnership are C. H. Fisher, owner of KIHR Hood River, Ore., one-third owner of KVAL-TV Eugene, Ore., and Mrs. Fisher. Mr. and Mrs. Fisher are equal partners in KDLS The Dalles, KUMA Pendleton and have applied for a new am to be located in Gresham, all Ore.

Othello, Wash.—Othello Radio, 1450 kc, 100 w unlimited. Principals are K. B. Brownlow, 4% owner of KBAR Burley, Idaho, and R. E. Pollock, 14% owner of KAYO Seattle, Wash.

Aguadilla, Puerto Rico—Jaicoa Broadcasting Corp., 1340 kc, 250 w unlimited. None of the stockholders have other broadcasting interests.

Two Radio-Tv Men Open Shop, Back Kefauver for President

TWO MEN associated with radio and television have opened a Kefauver-for-President office in Washington, although Sen. Estes Kefauver (D-Tenn.), now overseas, has declined to say whether he will run for President in 1956, according to the *Chattanooga* (Tenn.) *Times*.

Tenants are Col. William Roberts of the Washington communications law firm of Roberts & McInnis, and Lou Poller, permittee of WCAN-TV (ch. 25) Milwaukee, now suspended.

Mr. Poller, who has signed a two-year lease on the premises, said he told Sen. Kefauver he was going ahead before the senator left for Europe, but received no commitment from the Tennessee Democrat.

PATENT LAWS ABUSED, DUMONT TELLS SENATE

Industry leader testifies that some firms get more than 17-year patent protection allowed under law, by engaging in prolonged lawsuits.

CERTAIN electronic equipment manufacturing companies enjoyed more than the legal 17-year monopoly on patents for an audio oscillator because of a long-drawn patent dispute between Dr. Lee de Forest and the late Maj. Edwin H. Armstrong, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, told a Senate subcommittee last week.

Dr. DuMont, testifying before the Senate Patents, Trademarks & Copyrights Subcommittee holding hearings on patent procedures and problems, said some firms were licensed under both the de Forest and Armstrong patents. After enjoying a monopoly under the de Forest patent "a long time," they turned to production under the Armstrong patent when the latter prevailed after a long dispute, thus extending the monopoly longer than 17 years, Dr. DuMont said.

An electronics inventor himself, Dr. DuMont criticized what he said was the practice of a firm manufacturing under the original patent of an invention, while using delaying tactics to hold up the issuance of a patent on an improved version of the same invention, prolong-

1st Station in Saginaw!

...and the 1st in RATINGS as well!

SAGINAW'S NBC AFFILIATE

represented by HEADLEY REED

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

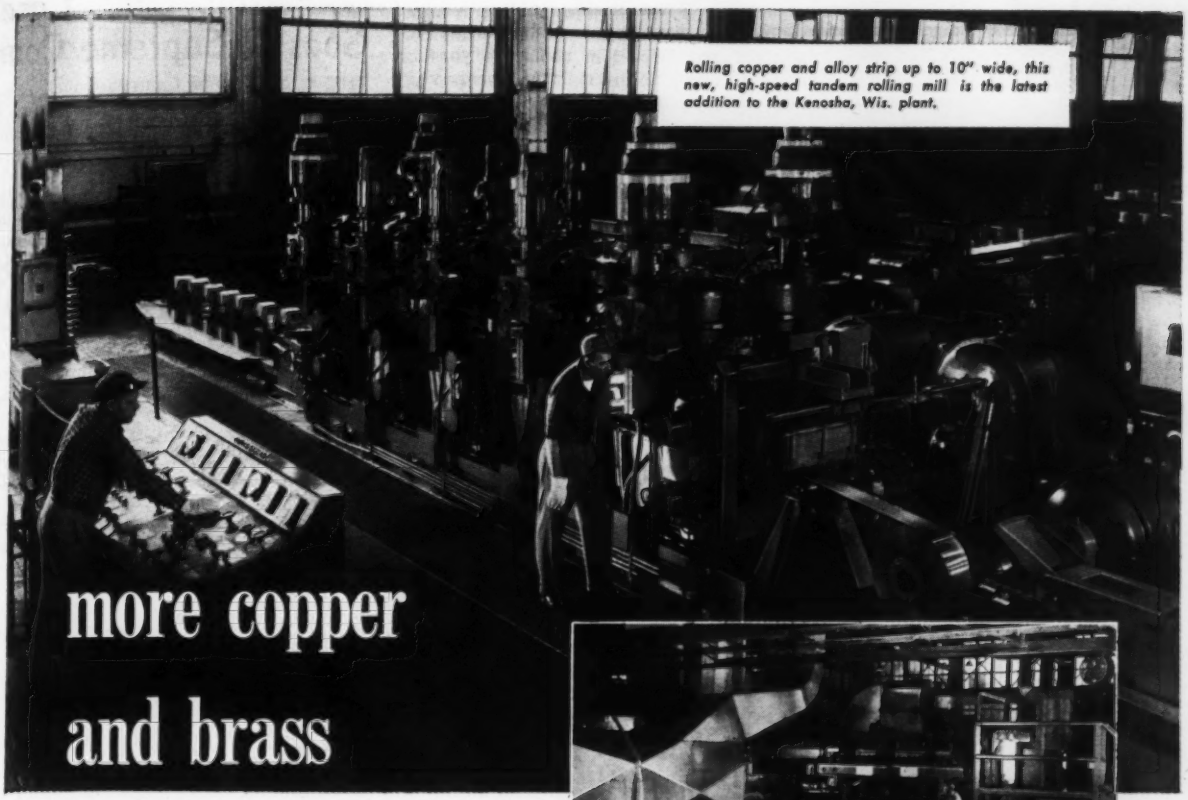
WKMH...Dearborn—Detroit
WKMF.....Flint, Michigan
WKHM...Jackson, Michigan
WSAM..Saginaw, Michigan

That's Why Everyone Tunes To

WSAM

SAGINAW, MICH.
Fred A. Knorr, Pres.
Vincent Picard, Sales Manager

KNORR Broadcasting Corporation



Rolling copper and alloy strip up to 10" wide, this new, high-speed tandem rolling mill is the latest addition to the Kenosha, Wis. plant.

more copper and brass for the growing middle west!

This reversing-type hot breakdown roll reduces copper and alloy cakes from 6" thicknesses to .440" gage in one process. It can handle cakes weighing up to 3,000 pounds.

In a few months, Anaconda's subsidiary, The American Brass Company, will complete its current expansion and improvement program at the Kenosha, Wisconsin, plant . . . one of the largest copper and brass mills in the United States.

The result will be an engineering dream come true. Able to handle copper and copper-alloy cakes weighing up to 3,000 pounds, this ultra-modern plant is ideally located to meet the growing demand of industry in the Middle West for copper and copper alloys in the form of sheet, strip, rod, tubes and drawn products.

Its completion will mark one more advance in Anaconda's company-wide expansion and improvement program. Through such accomplishments, Anaconda is constantly increasing its ability to serve American industry in the non-ferrous metal and metal-product fields.

55239A (Rev.)

ANACONDA

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

ing the patent period longer than 17 years under both patents.

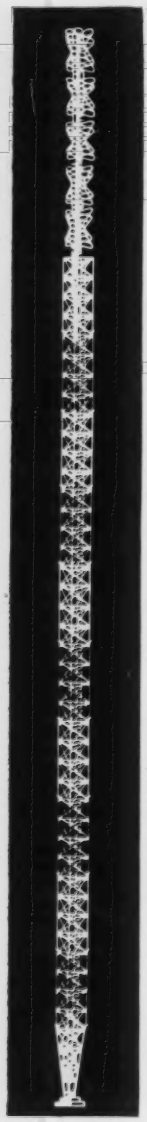
He also said some large companies holding a number of patents can put a small patentee out of business by suing him for patent infringement, although the large company loses its suit. The small company's capital is drained away when it defends these suits, he said. He added that he knew of "specific cases," but did not mention one.

He recommended stricter definition "of what an invention is," so there would be a reasonable chance the patent issued would be on a genuine "invention," instead of "just the right to sue."

Donn Bennett, who conducts a tv show, *The Big Idea*, on WCAU-TV Philadelphia, told the senators how his show has helped thousands of inventors to present their ideas to the public to attract capital or sell the ideas. Donn Bennett Productions Inc., of which Mr. Bennett is president, presents the inventor and his invention on the show and helps him contact persons or firms with capital to invest in the invention.

Mr. Bennett said the Thomas Alva Edison Foundation, in conjunction with about a dozen large manufacturing concerns, has arranged to have *The Big Idea* filmed and distributed free to all U. S. tv stations. The show is sponsored on WCAU-TV by Philadelphia Savings Fund Society.

Dr. de Forest was one of a large number of inventors or industrialists scheduled to be present at the Senate hearings, held in round-table fashion under the chairmanship of Sen. Joseph O'Mahoney (D-Wyo.), but did not appear.



HIGHER THAN
the
HOOVER DAM

for greater coverage
with a perfect picture

Hoover Dam . . . 726 feet high
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the giant Hoover (Boulder) Dam. That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.

THE "BIG TOP" in MILWAUKEE TV

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented Nationally by Edward PETRY & Company, Inc.

Ownership Limit Case Goes to Supreme Court

THE U. S. Supreme Court last week agreed to review a Court of Appeals ruling that the FCC does not have the power to limit the number of broadcast stations that may be owned by a single person or firm.

At issue are the Commission multiple ownership rules, which provide that a single entity or person may not own more than seven am, fm, or tv stations. In tv, the rule provides that no more than five stations may be in the vhf band.

This rule was struck down by the appellate court in Washington earlier this year [B•T, Feb. 28]. The court said that the Commission cannot deny an application without giving the applicant a hearing. Therefore, it said, the multiple ownership rules are invalid.

The suit was brought by Storer Broadcasting Co., after its 1953 application for Miami's ch. 10 was refused by the FCC. The Commission said then that since Storer already had its limit of tv stations (at that time the FCC prohibited single ownership of more than five tv stations), it would not accept a new application from that company.

In accepting the appeal, the Supreme Court noted that the basic question raised was whether the FCC's multiple ownership rules conflict with the requirements of Sect. 309 (b) of the Communications Act. This is the section which was revised in 1952 by the McFarland Act. It provides that should the FCC find that it cannot grant a license, it must notify the applicant of such a fact (McFarland letter). If the applicant's response is still not satisfactory, this provision states, then the Commission must set the application for a hearing. The burden of evidence, the section declares, shall be on the applicant.

The FCC maintained in its argument before the U. S. Court of Appeals that it had the power to limit ownership under the Communications Act provision favoring competition and its general policy of encouraging as many persons as possible to seek broadcast licenses.

One of the chief reasons for striking down the multiple ownership rules, according to the appeals court, was that the Commission did not justify its numerical limit.

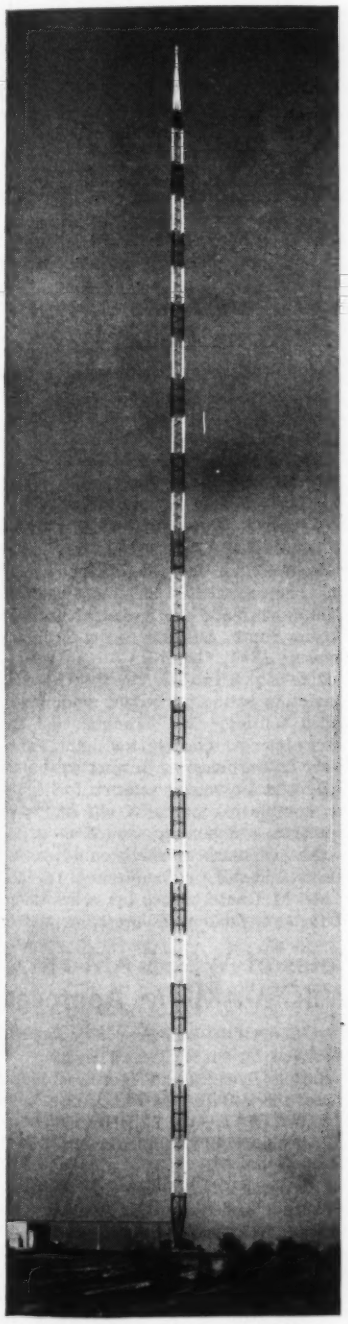
The court pointed out that its decision does not deny the Commission the right to limit ownership by a single individual, but it must arrive at this decision after a hearing. The FCC does not have the right to preclude an applicant from showing that it would be in the public interest to have more than the maximum limit, the court said.

In invalidating the Commission's multiple ownership rules, the appellate court also ruled illegal the Commission's policy regarding minority interests. The Commission had counted even 1% interest against the holdings of a multiple owner. This forced CBS to divest itself of minority interests in WTOP-AM-FM-TV Washington, WCCO-AM-TV Minneapolis and KQV Pittsburgh. It jeopardized Westinghouse Broadcasting Co. holdings because three of the directors of the parent Westinghouse Electric Co. had minor holdings in other stations. This was resolved by having the directors sell out these stock interests.

Since the suit was initiated, Storer acquired its maximum of tv stations by purchasing what is now ch. 23 WGBS-TV Miami. It also owns ch. 27 KPTV (TV) Portland, Ore., and vhf stations WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham, and WXEL (TV) Cleveland.

The appeal to the Supreme Court was taken by the Dept. of Justice and the FCC.

for tall towers talk to Truscon



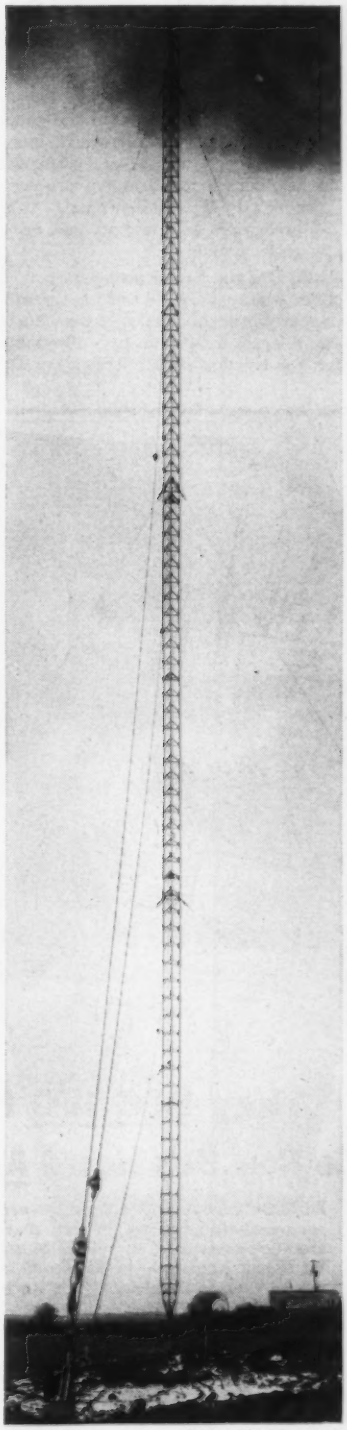
WBAP-TV, Fort Worth, Texas—1113 feet high

Truscon builds them tall (and small, too) for all types of topography . . . to withstand the extremes in wind and weather.

Whatever your requirements, Truscon, with modern and efficient manufacturing facilities, can create the tower you want . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV and Microwave transmission.

And no matter what forces are exerted upon them, they stay in the air to keep you on the air day-in and day-out, year-in and year-out. In recent East Coast hurricanes *not a single Truscon Tower was damaged by the terrific onslaught of high winds*—a dramatic demonstration of their great stability and dependability.

You can get this kind of dependable performance every time with a Truscon Tower. Our engineers have designed and built hundreds which today stand sturdy and straight and tall in all parts of the world. They can design one for you, too. To get your tower program started, just write or call your nearest Truscon district office or "tower headquarters" in Youngstown.



WFMJ-TV, Youngstown, Ohio—1000 feet high

TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

SUIT FILED AGAINST AT&T IN INTERCITY RELAY CASE

A CLAIM of more than $20,000 has been entered against AT&T by North Dakota Broadcasting Co. for charges sustained in the preparation of building a private microwave intercity relay system which was never completed. This action heightens a jurisdictional problem, presently under FCC consideration, over AT&T's exclusive right to construct and operate intercity relay systems.

The North Dakota Broadcasting suit is a counter claim against AT&T's suit of a month ago seeking payment of $9,000 from North Dakota for alleged failure to pay expediting charges for construction of a microwave relay system from Minneapolis to Fargo. The AT&T suit was filed in the U. S. district court at Fargo.

North Dakota's counter claim asks payment of $20,180. Of this $18,180 is for pre-building expenses (leasing of microwave sites and professional expenses) and $2,000 for reimbursement of payment made to AT&T.

North Dakota owns three tv stations in the state: ch. 12 KBMB-TV Bismarck, ch. 4 KXJB-TV Fargo (Valley City) and ch. 13 KCJB-TV Minot. The tv firm said its expenses were incurred in planning to build its own relay system before AT&T interconnected Minneapolis and Fargo in October 1954.

The FCC has under consideration a proposed change in rules which would permit tv stations to construct their own private relays wherever the cost would justify the construction. Under present rules, a station may construct its own private relay only when common carrier (AT&T) facilities are not available.

North Dakota maintains its own intrastate relay system to connect its three stations and if the FCC adopts the rule change the firm will construct its own network facilities between Minneapolis and Fargo.

In a related action last week, the FCC advised ch. 8 KZTV (TV) Reno that its plans to construct a private intercity relay system indicate the necessity of a hearing because it has failed to show that adequate common carrier facilities are not available.

In the past fortnight, two more tv stations have asked the FCC for permission to build private intercity relays:

• Due on the air Nov. 15, ch. 3 KLEW-TV Lewiston, Idaho, is seeking an off-air relay system to bring programs from ch. 19 KEPR-TV Pasco, Wash. (Both stations are satellites of ch. 29 KIMA-TV Yakima, Wash.). The station said it can build the entire system for not more than $30,000 and maintain it for about $10,000 a year. This compares with charges quoted by Pacific Telephone & Telegraph Co. of slightly more than $2,500 a month, about $30,000 annually, KLEW-TV said.

• At Bangor, Me., ch. 5 WABI-TV plans a private relay system for off-air pickup of signals from ch. 6 WCSH-TV Portland, Me. WABI-TV said the system will cost $14,585 to build.

They BEGGED for MORE MEATH,

..So Now He's Heard AFTERNOONS and Mornings!

Ed Meath's popularity among *listeners* is exceeded only by his popularity among *sponsors*—so much so, in fact, that there just wasn't enough of Eddie to go around on his early morning "Musical Clock" program! So now we've spread Ed Meath right into the afternoon, and there's every indication there *still* may not be enough Ed Meath! He's Rochester's *foremost* radio personality!

"MUSICAL CLOCK" 6:00 to 9:30 A. M.

Ed Meath's long-established "Musical Clock" show delivers to him (and you!) a *53.6 share of audience,* according to the Rochester November 1954-February 1955 Hooper survey.

and

"OPEN HOUSE" 4:40 to 6:00 P. M.

Now Ed is out to grab off new rating records on the already top-rated "Open House" with his sprightly chatter, top recordings and useful information!

Yes, Ed Meath is a great guy *and a great* buy. *Contact us for details as to rates and availabilities!*

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester

NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles San Francisco

Setmakers Ask Removal Of Tax on Color, Uhf Sets

REMOVAL of the 10% federal excise tax from all-channel and color tv sets was asked before a House Ways & Means subcommittee last Wednesday.

Glen McDaniel, general counsel of Radio-Electronics-Tv Mfrs. Assn., and Sigurd Tranmal, tax manager of Stromberg-Carlson Div. of General Dynamics Corp., representing RETMA's Tax Committee, asked congressmen to exempt color and uhf-equipped sets from the tax. They attacked a statement against the tax exemption made the week before by Dan Throop Smith, assistant to the Secretary of the Treasury [B•T, Oct. 10].

Differing with Mr. Smith's statement that exemption of the tax would amount to a "concealed subsidy," Mr. Tranmal said the excise tax system is selective and that only a relatively few articles are subject to the tax.

He said most items selected for the tax (with the notable exception of uhf and color sets) represent a deliberate choice of articles with established markets which could carry the tax burden and still yield substantial revenues.

Mr. McDaniel voiced his belief that removal of the tax would stimulate color and uhf tv.

Sales of WBGE-AM-FM, WBCM-AM-FM Approved

TWO MAJOR changes in ownership were approved by the FCC last week.

Bartell Broadcasters Inc. was granted purchase of WBGE-AM-FM Atlanta, Ga., for $100,000 [B•T, Aug. 22]. Bartell owns WOKY Milwaukee, WAPL Appleton and WMTV (TV) Madison, all Wis. The station was licensed to the General Broadcasting Co., of which Robert Pinkerton and Edgar B. Pool are principals. Messrs. Pinkerton and Pool were among those who recently purchased KTXN Austin, Tex. [B•T, Oct. 10].

Assignment of the licenses of WBCM-AM-FM Bay City, Mich., for $150,000, from Bay Broadcasting Co. to Michigan Broadcasting Co. was approved. Michigan Broadcasting is the licensee of WBCK, Battle Creek, Mich.

New ABC Radio Plan Lauded by Affiliates

Network's new 'personalized listening' concept for 7:30-10 p.m. evokes enthusiasm from affiliates, reports Kintner.

ABC RADIO'S new "personalized listening" concept [B•T, Sept. 26] for the hours between 7:30 and 10 p.m. (EDT)—whereby five, multi-segmented, across-the-board programs are sold on a five-minute segmented basis, setting an $800 maximum and $700 per segment on 15 or more strips—was reported by the network last week to have won "enthusiastic endorsement by affiliate executives."

After being approved by the ABC Stations Advisory Committee last month, the plan was sent to affiliates three weeks ago and network spokesmen reported that "the response has been most favorable and gratifying."

Among the replies received personally by Robert E. Kintner, ABC president, were those of general managers Alex Keese of WFAA Dallas; Franz J. Robischon, KWRN Reno; Richard Gordon, KGA Spokane; F. S. Houwink, WMAL Washington; E. A. Van Alstyne, KATE Albert Lea, Minn.; Don C. Reeves, KMOD Modesto, Calif., and Leon P. Gorman Jr., WABI Bangor, Me., the network reported.

Mr. Keese congratulated the network for "coming up with something which seems to me to be workable, practical and of great potential value." Mr. Robischon said that the "New Sounds for You" plan makes such good sense that he failed to see "how it could possibly fail to make ABC the number one network at night." KGA's Richard Gordon felt that the building of a stable framework for the concept was "the outstanding feature of the complete idea," and Mr. Houwink added that WMAL was going to do an added bit of promotion by "undertaking a heavy schedule of radio and newspaper advertising to build an audience for the plan."

The continuity aspect of the program, ABC reported, particularly pleased Mr. Van Alstyne, who wrote that the station was "particularly pleased at . . . the importance of a . . . predictable format. Mr. Gorman, in his letter, minced no words saying, "If I were running the network, I would do exactly this," and Mr. Reeves expressed a deepened pride in the network, adding, "It is extremely heartening to see a plan such as your proposal."

One of the most enthusiastic replies received by the network was that from Ervin F. Lyke, who wrote Mr. Kintner that the station was giving the "personalized programming an opportunity to prove itself in Rochester by . . . juggling . . . our local programming (which) may take us a few weeks," adding, "We think it is so good that we intend to carry all of the basic segments live." Reported William M. Dawson, vice president of WARM Scranton: "The plan represents some of the best news of this or any other season."

Hines to Direct ABC Radio 'Personalized Listening' Shows

IN PREPARATION for the advent of the new ABC Radio programs developed under the "New Sounds For You" concept, Charles T. Ayres, vice president in charge of the network, last week announced the appointments of Drex Hines as executive producer of these programs [CLOSED CIRCUIT, Oct. 3] and of Nancy Mazur as his assistant.

The five new programs fitting into the "personalized listening" concept will be launched on Oct. 26 and will be broadcast Monday-through-Friday, 7:30-10 p.m. EDT [B•T, Sept. 26]. The programs are: *Events of The Day*, covering news of the nation and the world at 7:30 p.m.; *Your Better Tomorrow*, dealing with ideas for self-improvement, beginning at 8:30 p.m.; *Soundmirror*, documenting the sounds of the present and the past, starting at 9 p.m. *Offbeat*, offering unusual stories and humor of the day beginning at 9:30 p.m., and *The World And You*, treating of people and places, starting at 8 p.m.

Mr. Hines, who will supervise the production of the five evening program units, served most recently at ABC Radio as producer of *It's Time* and *Companion* programs. He has been with the network since 1953.

Miss Mazur joined ABC in 1952. Last June she was appointed assistant to Ray Diaz, ABC Radio's national program director.

Air Trails Names Spencer

AIR TRAILS NETWORK regional officials Friday announced the election of William H. Spencer as vice president of WCOL Columbus, Ohio. At the same time, Mr. Spencer was named secretary-treasurer of the Mid-America Broadcasting Corp., operators of WKLO-AM-TV Louisville, Ky. Additional broadcasting properties of the Air Trails group, headed by former U. S. Secretary of Commerce Charles Sawyer, include radio stations in Dayton and Springfield, Ohio, Ashland, Ky., and Huntington, W. Va.

Here's a Market 52% Above U.S. Average

$8,830—after taxes—52% above the national average—that's the yearly income of the average Kansas Farm Family!*

Kansas is booming! Kansas farm families are buying as they have never bought before! And they listen to WIBW *more* than any other radio station.†

Give us the word and we'll sell 'em your product in volumes you never thought possible. We've done it before, and we've got a stack of success stories to prove it.

* Consumer Markets, 1955.
† Kansas Radio Audience, 1954.

TOPEKA, KANSAS

Ben Ludy, Gen Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

CASE HISTORY—PRODUCE

The Rutabaga and Avocado Set Never Had It So Good!

For 3½ years now they've had their very own radio program—5 minutes every morning on KBIG Catalina, devoted by the 23 Von's Grocery Company supermarkets of Greater Los Angeles to glamorizing fruits and vegetables . . . highlighting their history . . . suggesting new ways to use them . . . telling both good and bad points of supply and price.

Results: **HOMEMAKERS NEWS** has won awards from the Advertising Association of the West; Radio Advertising Bureau RADIO GETS RESULTS contest and Los Angeles Advertising Women, for creative excellence.

Item sales tests pay off consistently. Mushrooms mushroomed 32½%, asparagus 21%. Gift bags hidden under checkstands, and given only to customers who mentioned hearing it offered on KBIG, "sold out" 25,000 in a few days.

HOMEMAKERS NEWS, renewed by Von's for its 4th straight year, typifies the creativity of KBIG. Other 5-minute news features can be tailor-made for sponsors who want something besides saturation spots.

Your KBIG representative or Robert Meeker man can show you topnotch results with either technique.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205
Nat. Rep. Robert Meeker & Assoc. Inc.

ABC PROMOTES STERN, SETON

IN an expansion of activities at ABC, Gene Accas, director of advertising, promotion and publicity department, last week announced a series of promotions and the addition of new personnel to the department. The changes take effect today (Monday).

Ernest E. Stern, manager of publicity, has been named director of advertising, promotion and publicity for the ABC-TV western division in Los Angeles, succeeding Stanton Kramer, who has resigned. Mr. Stern joined ABC as copy chief of the publicity department in October 1950 and was advanced to trade news editor in 1951. In February 1954 he was appointed publicity manager of ABC.

Adolph L. (Al) Seton was named to succeed Mr. Stern as manager of publicity for ABC with headquarters in New York. Mr.

MR. STERN MR. SETON

Seton has served the network since 1953, most recently as assistant manager of publicity and as trade news editor.

Policy Announced

The post of assistant manager of publicity relinquished by Mr. Seton, is being given to Anthony Leighton, who has been ABC photo editor since last summer. He joined ABC in 1950 as publicity writer and successively was promoted to exploitation chief and photo editor.

Christie Barter, who joined ABC in August 1955 as assistant photo editor, was advanced to photo editor.

New additions to the department are Seymour Vall, who was named copy chief of audience promotion in the promotion department, and Art Foley, appointed assistant photo editor. Mr. Vall most recently has been radio advertising and sales promotion manager for NBC Spot Sales. Mr. Foley was a civilian employe of the Public Information Division, U. S. Army, Europe, for the past year.

Cameraman's Helicopter Use Scored by Ike's News Chief

CBS raised the ire of White House Press Secretary Jame C. Hagerty last week when one of its cameramen, Coy Watson, tried to get pictures of convalescing President Eisenhower sunning on a terrace of the Fitzsimons Army Hospital in Denver.

Sig Mickelson, CBS vice president in charge of news and public affairs, in speaking of the incident said, "The President's health comes first and we regret that some of our people were over-zealous."

Mr. Watson, on an assignment from Sam Zelman, manager of the Los Angeles CBS bureau, used a helicopter in the unsuccessful attempt. The president was returned to his room from the eighth-floor terrace minutes before the camaraman arrived overhead.

In a scathing statement, Mr. Hagerty said such an act could well endanger the health not only of the President but of other patients as well. Mr. Watson and Andrew Willoner, CBS sound man, who was originally identified as being in the helicopter but said he waited at the airport, were called before Mr. Hagerty, but no statement was released as to what was said. The film was confiscated at the airport but later returned.

31 NBC-TV Outlets Plan Own Color

SOME 31 NBC-TV affiliates are originating their own color programs this fall and 102 network outlets are equipped to rebroadcast color shows originated by NBC-TV, it was announced last week by Robert W. Sarnoff, NBC executive vice president.

Mr. Sarnoff observed that the 31 affiliates serve areas which include nearly one-half of all U. S. homes and the 102 NBC-TV outlets make the network's color programs available in areas representing 90% of all U. S. tv homes.

Fully 10% of NBC-TV's network schedule this fall will be in color, Mr. Sarnoff pointed out, with the total "live" color programming adding up to at least 40 hours per month. He pointed out that this total, combined with the eight or nine hours monthly from another network (an apparent reference to CBS-TV), means that the industry's colorcasting output is more than 600% above that of last fall.

"With plenty of color programs on the air in all parts of America," Mr. Sarnoff said, "the demand for color television receivers grows tremendously. Production of 21-inch color receivers is now underway, and a supply is flowing to dealers and distributors everywhere. NBC's regular daytime schedule—first in the industry—will allow dealers to demonstrate their color receivers every day of the week during store hours. And we hope the overall color schedule will provide the excitement, the sparkle and word-of-mouth that will make people feel a color receiver is a necessity."

The 31 stations equipped for local color originations are: WSB-TV Atlanta, WBAL-TV Baltimore, WBZ-TV Boston, WNBQ (TV) Chicago, WWJ-TV Detroit, WBAP-TV Ft. Worth, WSAZ-TV Huntington, W. Va., WJAC-TV Johnstown, Pa.; WDAF-TV Kansas City, WGAL-TV Lancaster, KRCA-TV Los Angeles, WMCT-TV Memphis, WTMJ-TV Milwaukee, KSTP-TV Minneapolis-St. Paul, WSM-TV Nashville, WDSU-TV New Orleans, WRCA-TV New York, WKY-TV Oklahoma City, WPTZ (TV) Philadelphia, KPTV (TV) Portland, KRON-TV San Francisco, KOMO-TV Seattle, KSD-TV St. Louis, WSYR-TV Syracuse, WFLA-TV Tampa, WJBF-TV Augusta, WBTV (TV) Charlotte, WHO-TV Des Moines, KMJ-TV Fresno, WFBM-TV Indianapolis and KWWL-TV Waterloo-Cedar Rapids, Iowa.

Vic England to Direct New ABC-TV Film Dept.

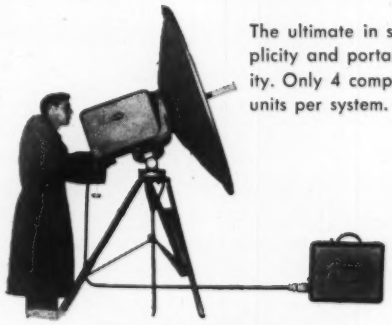
VIC ENGLAND has been named director of the newly-created ABC-TV film department, Earl J. Hudson, vice president in charge of ABC's western division, announced last week. Mr. England's work will be concerned with the Hollywood-originated network properties such as *Mickey Mouse Club, Wyatt Earp* and *Warner Bros. Present.*

The promotion of Howard Lipstone to the post of KABC-TV Los Angeles film department director also has been announced. Mr. Lipstone has been in charge of the editorial film division for the past six months.

HERE ARE THE FACTS ABOUT TV MICROWAVE LINKS

Read this brief engineering report before you select this vital equipment

ITEM	Raytheon KTR-Series	Link "Q"	Link "S"	Link "T"
Available in both 100 mw and 1 watt for NTSC color?	YES	NO	NO	NO
Total number of tubes used?	59	87	72	68
Audio channel included in basic unit?	YES	NO	NO	NO
Color modification available for early monochrome models? Approximate cost (less shipping)	YES $350	YES $2,000	NO	NO
Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.—without obsolescence?	YES	NO	NO	NO
Transmitter Monitor included?	YES	YES	NO	NO
Number of units for complete system?	4	5	5	6
Total weight of system (lbs.)	162	299	195	295



The ultimate in simplicity and portability. Only 4 compact units per system.

RAYTHEON

Excellence in Electronics

THE RAYTHEON KTR-SERIES*

Reliable, low-cost Microwave Links

KTR-100A—7,000 Mc.
Color and monochrome with simultaneous program audio

KTR-100B—6,000, 7,000, 13,000 Mc. For field–sequential color transmission

KTR-100E—6,000 Mc.
For common-carrier band, color transmission with program audio

KTR-100F—13,000 Mc.
First link available for this band, color transmission with program audio

KTR-1000A—7,000 Mc.
Powerful, one watt output, color transmission with program audio

KTR-1000E—6,000 Mc.
One watt for common-carrier band, color transmission with program audio

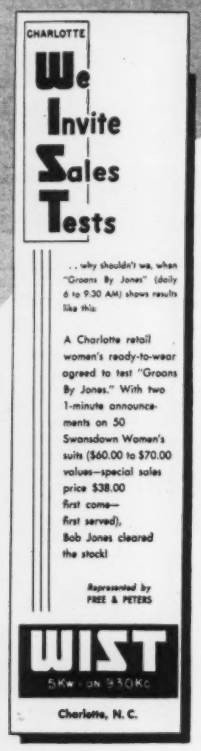
**In use by leading TV stations throughout the U.S.A.–names on request.*

For complete information write Dept. 6120.

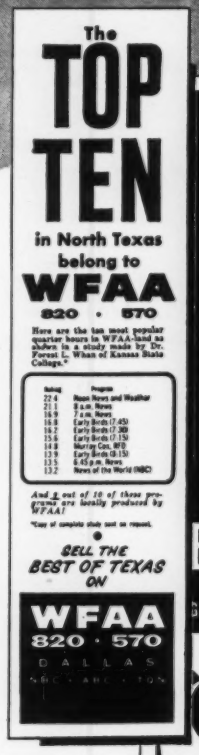
RAYTHEON MANUFACTURING COMPANY

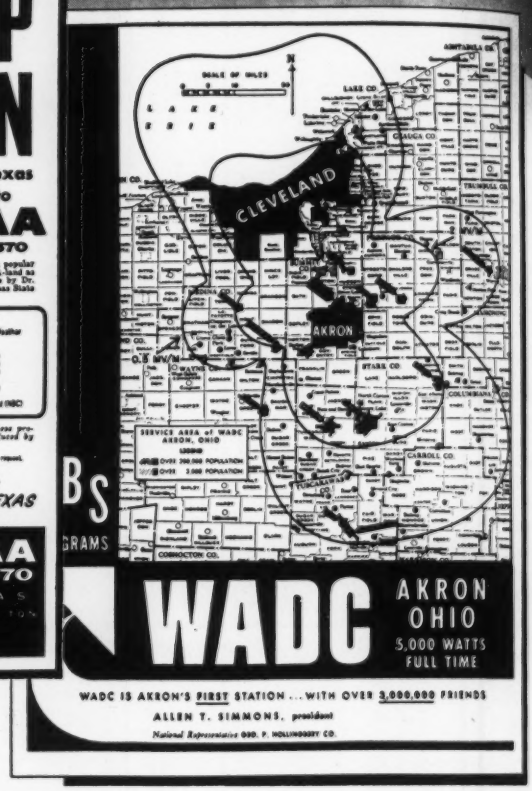
Equipment Marketing Division, Waltham 54, Mass.

These stations purposely position their Service-Ads next to their listings for your convenience when using SRDS. WKY and WFAA also run Service-Ads in CONSUMER MARKETS.


CHARLOTTE
We Invite Sales Tests
. . why shouldn't we, when "Groans By Jones" (daily 6 to 9:30 AM) shows results like this:
A Charlotte retail women's ready-to-wear agreed to test "Groans By Jones." With two 1-minute announcements on 50 Swansdown Women's suits ($60.00 to $70.00 values—special sales price $38.00 first come—first served), Bob Jones cleared the stock!
Represented by FREE & PETERS
WIST
5KW on 930Kc
Charlotte, N. C.

LOOKING FOR MAIL-PULL LIKE THIS?
Early morning household oil offer on WKY Radio pulls . . .
1,985 RESPONSE!
TIDY HOUSE
Gladiola offer on WKY Radio pulls . . .
5,314 Cash Orders!
WKY
RADIO
930 KC 5000 W NBC
OKLAHOMA CITY





How Service-Ads help agencies select radio markets and stations

The Service-Ads that hundreds of stations place in STANDARD RATE help advertisers and their agencies by giving them more of the kind of information they are looking for...*when they want it.* They are called Service-Ads because they offer *service* information in a *service* position.

an agency man says

"In general, I would say the most valuable thing that stations can put in Service-Ads would be coverage maps, counts of radio homes in the area, and program information with ratings."

SRDS

ABC ABP MPA NBP

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.

Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Calif.

8 exclusive ways Service-Ads in SRDS can help you

1. They provide useful information that expands the listed data; make it quickly available to you in client meetings, or when you're working late at the office or at home weekends.

2. They give you the gist of a market or medium story, helping you recall all the information you have absorbed from literature and from representatives.

3. They boil down facts to simple terms that you can extract and include in your media proposals.

4. They give you the story fast when you are entering a new market, or preparing a schedule for a new account.

5. They give you a handy "file" of media information and protect you against the inadequacies of central filing systems that may be unable to supply what you want when you want it; or worse, may contain only out-of-date material.

6. They give you information at the very time you seek it, and do not intrude or ask for attention at any other time.

7. They give you quick access to additional information when a medium's general promotion arouses your interest.

8. They give you a "last chance" source from which you can get a final briefing on a medium's story before you make your final decision.

ABC Radio Names DeGray Station Relations Director

EDWARD J. DeGRAY, former director of station relations for Vitapix-Guild Films Inc., last week was appointed in a similar capacity for ABC Radio, replacing Charles Godwin, recently named *Sponsor* magazine business manager [CLOSED CIRCUIT, Oct. 10]. Mr. DeGray broke into broadcasting in 1937 with CBS in New York, later transferred to WBT Charlotte where he served as assistant general manager and secretary-treasurer, returning in 1948 to New York as executive assistant to the vice president in charge of CBS station administration and radio spot sales. Before moving to Vitapix-Guild Films Inc., Mr. DeGray was director of station relations for CBS Radio and supervisor in charge of CBS Radio co-op programs.

MR. DeGRAY

At the same time, Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, announced the appointment of Earl Mullin, regional manager of ABC Radio's station relations department, as department manager. No replacement has been named for Mr. Mullin.

ABC-TV 'Festival' Sold Out With Three Latest Sales

WITH THREE new participating purchases in ABC-TV's *Famous Film Festival* (Sundays, 7:30-9 p.m. EDT, featuring full-length movies), the program has been sold out through Nov. 20, Slocum Chapin, vice president in charge of ABC-TV sales, said last week. Additional purchases were two participations by Beltone Hearing Aid Co., Chicago, through Olian & Bronner Inc., Chicago; one participation by Chrysler Corp., Detroit, through McCann-Erickson, Detroit, and four participations through Young & Rubicam, New York, and two participations through N. W. Ayer & Son, New York, for Johnson & Johnson, New Brunswick, N. J. Nine participations are available each week on the program, making a total of 54 which have sold for the six-week period Oct. 16 to Nov. 20.

Imogene Coca Withdraws From 10-Yr. NBC Contract

COMEDIENNE Imogene Coca last week voluntarily gave up her $100,000-a-year contract with NBC-TV which still had nine years to run. Reason for Miss Coca's decision, according to her attorney, Mortimer S. Rosenthal, was that she "wanted to do some other things," aside from tv.

Mr. Rosenthal announced that when she opens an engagement at Las Vegas' Sahara Hotel next month, Miss Coca will be paid $65,000 for a three-week engagement.

NBC's Honrath Is Polio Victim

DONALD HONRATH, 44, manager of NBC's continuity acceptance department on the West Coast, died Oct. 8 of polio. Mr. Honrath, who joined NBC in 1941 as a parking lot attendant, was named a department head in February 1945. He is survived by his father, Leo Edward Honrath of San Bernadino, Calif.

4,171,139 Tv Sets Sold Jan.-Aug. '55

TELEVISION retail sales for the first eight months of 1955 totaled 4,171,139 receivers, compared with 3,658,927 sets sold for the same eight months of 1954, RETMA reported today (Monday).

This is a 14% increase over the same period last year, the association said.

Radio sets sold at retail from January through August were 3,189,608 compared to 3,269,115 in the 1954 eight-month period, it was announced.

In August, 586,577 tv units were sold through retail channels, compared with 381,567 in July and with 484,533 receivers in August 1954. Radio retail sales, excluding auto sets, increased from 303,965 in July to 456,625 in August. In the same month of 1954, 447,025 radio sets were sold.

Webcor Faces $1 Million Patent Infringement Suit

CHARGE of a patent infringement is made by an electronics producer in a suit filed against Webster-Chicago Corp. (tape recorders, phonographs) in Federal District Court of Chicago. Webcor spokesmen had no immediate comment.

The action was taken by Harry W. Becker, head of Harry W. Becker & Assoc. (audio-visual devices), who seeks payment of funds earned by Webcor through alleged unlicensed use of a hi-fi amplifier circuit unit since 1952. He estimated damages at over $1 million.

Mr. Becker said his invention is covered in two patents and extends range of frequency while minimizing distortion of sound in phonographs at low production cost.

RCA Ships Four Transmitters

RCA shipped a 25-kw transmitter Tuesday to WREC (TV) Memphis (ch. 3), and on Wednesday a 50-kw transmitter to WFAA-TV Dallas (ch. 8) and a 2-kw visual transmitter to KENI-TV Anchorage, Alaska (ch. 2). RCA also reported that WCOV-TV Montgomery, Ala., (ch. 20), which was damaged by fire, returned to full power on Sept. 30, following delivery and installation of a 12½-kw amplifier which it is using with its 1-kw transmitter replacement.

GE Ships to Three Stations

GENERAL ELECTRIC Co. reported last week it had shipped a 35 kw amplifier to KREM-TV Spokane (ch. 2) and a 12-bay antenna to WSIX-TV Nashville (ch. 8). GE also reported that WITN (TV) Washington, N. C. (ch. 7), a GE-equipped station went on the air on Sept. 28, operating on 316 kw.

MANUFACTURING PEOPLE

William J. Helt, general sales manager of Magnecord Inc. (tape recorders, etc.), Chicago, appointed vice president in charge of sales.

Anthony S. Katona, manager of community sales, National-Jerrold Systems Inc., Philadelphia, subsidiary of Jerrold Electronics Corp., appointed manager of Jerrold-Southwest Inc., another subsidiary, headquartered in Dallas.

J. Stephen Katonah, Deep Freeze Div. of Motor Products Corp., Chicago, appointed north central regional manager of Allen B. DuMont Labs, Tv Receiver Div., Minneapolis.

DUMONT BROADCASTING OFFICERS NAMED, SIGHTS SET ON RADIO, TV PROPERTIES

Paramount's Bernard Goodwin elected president. New corporation says it will go after as many top market radio and tv stations as 'FCC will approve.' Development presages formation of 'film network' using New York, Washington and Hollywood facilities.

A NEW ENTRY in radio and tv station ownership and operation, spearheaded by Paramount Pictures Corp., was organized last week at a meeting at Clifton, N. J.

The new corporation is the DuMont Broadcasting Corp., owned at the outset by the same stockholders as the parent Allen B. DuMont Labs [B•T, Aug. 15 *et seq.*].

President of the firm is Bernard L. Goodwin, secretary of Allen B. DuMont Labs, vice president and general manager of all music-publishing subsidiaries of Paramount Pictures Inc., vice president of Paramount Tv Productions Inc. (owns and operates KTLA [TV] Los Angeles) and business manager of Paramount's short-subject productions.

Formation of the corporation Monday afternoon followed swiftly that morning's stockholder approval of a proposed "spin-off" of DuMont's broadcasting division. The spin-off separated DuMont manufacturing and broadcasting operations, each to be owned at first by the same stockholders and in the same proportions as DuMont Labs through the issuance of one share of DuMont Broadcasting stock for each 2½ shares held in the laboratories.

Additional shares in the new company also will be offered for sale, thus making possible an eventual divergence in the ownerships of the two companies.

With the announcement of the new officials of the DuMont Broadcasting Corp. Tuesday it was stated that the firm would go into the "radio broadcasting business while expanding its telecasting interests." The latter interests include WABD (TV) New York and WTTG (TV) Washington, both of which formerly had been owned and operated by the laboratories' broadcast division.

The corporation said it will "take steps to acquire or establish as many television and radio stations in important markets in the country as the FCC will approve."

The action also formally completes the demise of the DuMont Television Network. Under the new formation, Ted Bergmann, formerly director of DuMont's broadcasting division (under which the network operated) becomes director of Electronicam Production Services in New York, owned by Allen B. DuMont Labs. Mr. Bergmann will report to Dr. DuMont, chairman (and acting as president until a successor is named) of the labs.

The changes bring to the fore the following principals of the new corporation:

• Paramount's Goodwin who—along with other Paramount officials—reportedly may lean on advice and guidance of Klaus Landsberg, vice president and general manager of Paramount's KTLA, in planning new radio-tv operations.

• Paramount's Paul Raibourn, president of Paramount Tv Productions Inc., a vice president of Paramount Pictures Corp. and secretary of Allen B. DuMont Labs. He also becomes chairman of the executive committee of the DuMont Broadcasting Corp. and treasurer of the new firm.

• Ted Cott, formerly director of owned and operated stations of DuMont's broadcasting division and a former vice president of NBC. Mr. Cott becomes vice president and a member of the board of the new corporation.

Dr. Allen B. DuMont, president of the company he founded, will serve on the executive committee of the broadcasting corporation. In last Monday's stockholder approval, Dr. DuMont became chairman of the board of Allen B. DuMont Labs with a contract which will give him a $50,000 yearly salary through 1966, and $20,000 a year as a consultant for 10 years thereafter. He also was granted an option to purchase 35,000 shares of common stock.

Dr. DuMont's Salary

Although this salary is the same as Dr. DuMont now receives, the board chairman will no longer receive additional compensation based on the corporation's net earnings. He had been receiving 2½% of earnings, before taxes, in excess of $1 million each fiscal year.

Paramount Pictures is the largest single stockholder in both the laboratories and in the new corporation. Its ownership of 560,000 shares of Class B common and 68,500 shares of Class A common comes to 26-27% of the combined outstanding common stock.

The swift announcement that the DuMont Broadcasting Corp. will seek the acquisition of additional stations, including radio outlets, lent credence to speculation which has been voiced since last May that the Paramount interests have big plans for its broadcast media activities. One of these activities, according to early reports [B•T, Aug. 22], is the eventual establishment of a "film network" using Hollywood facilities as well as the WABD and WTTG facilities in New York and Washington.

KTLA syndicates tv film shows widely and thus is in a key position to launch such a film network. It is reported that should Paramount spark such an operation, Mr. Landsberg would figure prominently in the undertaking.

B•T reported last August that Paramount, a major movie interest, has been making all the motions of priming for full-scale invasion of the "network" (film) and film packaging fields, both black-and-white and color, possibly by the first of next year.

Paramount, for example, has been building a tv city in downtown Hollywood that in physical scope would approach production facilities of both NBC and CBS.

At the same time, Paramount reportedly has under contract some 50 to 60 tv stations from coast-to-coast, although only a few now are being used on certain package-type shows. It also is ready to exploit pay tv through its subsidiary, International Telemeter Corp., while keeping pace with technical developments through another of its subsidiaries, Chromatic Television Labs, color tube developer.

While DuMont had never considered KTLA to be among its tv stations, under FCC interpretation Paramount-owned tv stations had to be included with those of DuMont in totaling stations for the purpose of multiple ownership rules. (Some years ago, the Commission found the Paramount interest to constitute "veto" power within the DuMont Labs and thus ruled this interest as a "negative control.")

Most likely KTLA will be brought directly

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PERCY CRAWFORD'S
YOUNG PEOPLE'S CHURCH OF
THE AIR QUARTET

". . . send us many more discs. These SESAC numbers will get numerous airings."

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Seattle, Wash.

"We are ready to program this group on a 15-minute, one day a week basis, so send us more as soon as possible."

WFGN
Gaffney, S. C.

"They are certainly well done . . . Especially useful to our station."

KTIS
Minneapolis, Minn.

SESAC 475 Fifth Ave. New York 17

SHERWOOD R. GORDON (seated, l), president of Gordon Broadcasting Co., concludes agreement to buy WILD Birmingham, Ala., from George A. Mattison Jr. (seated, r). Standing (l to r): Bertram Roth, Gordon Broadcasting Co.; Frontis Moore and David K. McKamy, representing Mr. Mattison; Paul H. Chapman, station broker, and W. E. Mattison.

Sherwood Gordon Buys WILD for $275,000

PURCHASE of WILD Birmingham, Ala., by Sherwood R. Gordon from George A. Mattison Jr. for a total of $275,000 has been announced by Mr. Gordon, president of Gordon Broadcasting Co. (WSAI-AM-FM Cincinnati).

WILD, 10 kw fulltimer on 850 kc, is affiliated with MBS.

In purchasing WILD, Mr. Gordon declared that "this is a logical step in our expansion plans" and he let it be known that his firm is planning to acquire stations in other markets.

WNEW Promotes Yarnell; Brandt in WMGM Assignment

DAVID YARNELL has been named director of publicity for WNEW New York, it was announced last week by Richard D. Buckley, president. Mr. Yarnell succeeds Bud Brandt, who resigned to open his own public relations firm [B•T, Sept. 26]. Mr. Yarnell joined WNEW

under the aegis of the DuMont Broadcasting Corp. in the future.

Assuming a lineup of these three stations, all vhf, the new firm under the FCC multiple ownership rules (a lower court reversal of the rules is to be reviewed by the U. S. Supreme Court [see page 92] would be permitted to acquire an additional two vhf's and two uhf's. Since it has no radio holdings, it could acquire the full station limit (seven). It is believed that the new firm may pick up its radio outlets on a basis of good profit potential and availability at reasonable prices.

Although there has been no indication into which tv markets the company will move, it is indicated certain ones are in mind.

As a result of the spin-off, the presidency of the laboratories has been left vacant. Spokesmen last week said that a "manufacturing and merchandising man" would be sought for the post with the final choice coming from either within the DuMont manufacturing unit or from without. A possibility, it was said, is William H. Kelley, vice president and general manager of the DuMont manufacturing and sales division.

Other features of the spin-off and subsequent reorganization:

• Applications will be filed with the FCC for approval, followed by distribution of stock.

• Plans have been authorized for "revitalizing and strengthening management" with surveys undertaken to determine the company's course of expansion.

• Executive committee includes three directors of Allen B. DuMont Labs: Mr. Raibourn, chairman; Dr. DuMont and Armand Erpf, general partner of Carl M. Loeb, Rhoades & Co., New York investment firm that holds minority interest. Messrs. Goodwin and Cott make up the other members of the executive committee. Mr. Goodwin is secretary of DuMont Labs.

• Board of the new corporation has 10 members: Dr. DuMont, chairman; Messrs. Goodwin, Raibourn, Erpf, Cott, Barney Balaban, Dr. Thomas T. Goldsmith Jr., Stanley F. Patten, Percy M. Stewart and Edwin Weisl. Messrs. Goodwin, Raibourn, Balaban and Weisl are of Paramount Pictures; Dr. Goldsmith, vice president for research, and Mr. Patten are of DuMont, while Messrs. Stewart and Erpf are "independent."

• New corporation will have 2.5 million shares of one class common stock authorized with about one million shares of this amount to be distributed to common stockholders. Additional shares will be offered to DuMont Broadcasting Corp. stockholders for increased capital.

KTVH REACHES MORE KANSAS TV HOMES THAN ANY OTHER TV STATION!

- 4 out of the last 4 PULSE REPORTS show that KTVH delivers more homes in Kansas.
- 2 out of the last 2 ARB's give KTVH a vast majority of the rich Kansas TV audience.

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- KTVH covers 2 times as many Kansas homes as Kansas' largest newspaper...and reaches this audience with *unduplicated* CBS coverage!

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240,000
WATTS

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CHANNEL
12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*.

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Graybar can supply over 100,000 electrical items. Complete price and catalog service on any electrical need is always available from a nearby Graybar office. ***Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, New York.***

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BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Henderson 2-2500
DALLAS
T. R. Gale, Randolph 6452
DETROIT
E. W. Stone, Townsend 8-5550
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
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MEMPHIS
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L. B. Hathaway, Geneva 1621
NEW YORK
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OMAHA
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PHILADELPHIA
D. M. Antrim, Walnut 2-5405
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RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
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ST. LOUIS
J. P. Lenkerd, Jefferson 1-4700
WASHINGTON, D. C.
D. R. Edge, Executive 3-0022

529-110

Everything Electrical to keep you on the air...

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IN OVER 120 PRINCIPAL CITIES

in 1953 as assistant publicity director. He was named assistant program manager in 1954.

Mr. Brandt last week was engaged to handle exploitation for WMGM New York. Station spokesman said that publicity efforts will be coordinated between Mr. Brandt and Jo Ranson, station's publicity director, and that the Brandt office will not handle any other radio or tv station account during its contractural agreement with WMGM.

WBZ-TV FILMS USED TO INDICT RIOTERS

BOSTON POLICE, in need of evidence to convict a group of prison rioters, turned to WBZ-TV, Westinghouse outlet there, whose roving newscameramen had gone inside the prison walls and taken on-the-spot newsfilm during the rebellion. And, what is more, the film shots were introduced as evidence before a Suffolk County grand jury, leading to the indictment of 46 prisoners.

At 6:30 on the evening of Oct. 8, prisoners at Deer Island, a city prison located in Boston Harbor, started wrecking cell blocks, starting fires and tearing up the prison's facilities.

When the tumult and the shouting died, estimated damage was placed at $60,000 and the assistance of the State Police, Boston Police, Boston Fire Dept. and troops from nearby Ft. Dodd had been called into play.

The station had some of the filmed shots on its regular 11 p.m. news show and followed up with a special prison riot program at 1 a.m.

At the request of Boston homicide captain Frank Wilson, WBZ-TV News Director F. E. (Dinny) Whitemarsh turned over to the Suffolk County grand jury about 500 ft. of film.

Winterble to Katz, L. A.

WILLIAM K. WINTERBLE, KNX Los Angeles sales staff, last Monday joined the radio staff of the Los Angeles office of the Katz Agency Inc., national advertising representatives. He joined KNX from Erwin, Wasey & Co., Los Angeles, where he was a radio-tv time-buyer, and before that was on the advestising staff of the *Minneapolis Star and Tribune*. He has also been a merchandising executive with the Schering Corp., a pharmaceutical house.

MR. WINTERBLE

Sailors Joins Blair & Co.

DON SAILORS, account executive at WOW Omaha since 1953, will join the St. Louis office of John Blair & Co., radio station representatives, effective Nov. 1. Prior to his association with WOW, Mr. Sailors was sales manager for Sportservice Inc., Buffalo, later joined the Baker Advertising Agency of Omaha, and then moved to the *Douglas County Legionnaire* as advertising manager.

MR. SAILORS

(Stations continue on page 113)

ON THE DOTTED LINE . . .

STANDARD Oil of Indiana signs to sponsor Colorado U. football on KLZ Denver for the second consecutive season. At the contract signing are (l to r) seated: KLZ President Hugh B. Terry; T. J. Wolfe, Colorado manager for Standard, and KLZ Sports Director Starr Yelland, who will be calling Colorado grid games for Standard for the ninth straight year. Standing: Russ Schumacher, advertising director for Colorado division of Standard; D. H. Lewis, Mr. Wolfe's assistant, and KLZ Sales Manager E. Lee Fondren.

PURE OIL dealers of Palm Beach County, Fla., agree to sponsor *All American Game of the Week* for 13 weeks on WEAT-TV West Palm Beach. *Game* is a half hour weekly film show produced and distributed by Sportsvision Inc. At the signing (l to r): seated, Harry Vetter, representing Pure Oil; C. C. Lewis, WEAT-TV local sales manager; standing, Edward J. Hennessy, general sales manager, and Jack Poole, director-m.c., both of WEAT-TV.

HOWARD R. BLOOMQUIST, director of marketing for Post Cereals Div. of General Foods Corp., signs for sixth consecutive sponsorship of U. of Michigan football games on WBCK Battle Creek, Mich. Looking on is WBCK Manager Gene Cahill.

PRUDENTIAL Insurance Co. of America and WKY-TV Oklahoma City complete contractual arrangements for sponsorship of 24-hour delayed film telecasts of the entire 1955 U. of Oklahoma gridiron schedule. L to r: Sam Drake, account executive, Max Jacobs Advertising Agency, Houston; William Cofer, advertising director, Prudential Insurance Co., Houston; Robert Olson, operations director, WKY-TV, and Jim Terrell, national sales representative, WKY-TV. ➤

KVOO-TV Tulsa also is carrying U. of Oklahoma 1955 football games (see above) under sponsorship of Prudential. The OU games follow the telecast of Oklahoma Aggie football Sunday afternoons and U. of Tulsa games are being aired on Sunday nights, giving KVOO-TV complete game coverage of Oklahoma's three major colleges. At the contract signing are (l to r) Earl Crewson, Prudential; John Devine, KVOO-TV commercial manager, and W. Eli McRorey, Prudential.

KOCA Kilgore, Tex., claims to have broadcast more play-by-play sports events than any other station in the U. S. the past year, according to H. A. Degner, general manager. The station has completed a $20,000 arrangement with three local firms to broadcast all football games of Kilgore College, Kilgore High School, Sabine High School, Oil Belt Conference and Southwest Conference, a total of 56 football games. KOCA also broadcast the entire basketball schedules of the three schools, a total of 106 games, and has just concluded a broadcasting schedule of 86 Pony and Little League baseball games.

Principals in the contract signing were (l to r): seated, Wayne Douglas, KOCA sports director and commercial manager; James H. Griffin, Meadows Insurance Agency; Forrest Sartain, president of the Citizens State Bank & Trust Co.; E. E. Jackson, president, Spunky Oil Co.; H. A. Degner, KOCA general manager; standing, Nick Virgilio, KOCA sportscaster; Solon Holt, Kilgore College coach; Clay Kennedy and Ty Bain, Kilgore High School coaches; Joe Turner, Kilgore College coach, and KOCA sportscaster Oris Woods.

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- Media Directors
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Sixteen Luncheon Seminars . . .
Lively and Provocative . . .
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8 Tuesday Luncheons
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A B•T PICTURE STORY

MERCHANDISING A TV PROPERTY

IT CAN BRING A WORTHWHILE RETURN, AS WITNESS WHAT TPA IS DOING WITH THE 'LASSIE' FILM SHOW

BEFORE VIDEO, one of the principal sources of merchandising theatrical characters was Hollywood, where a chief practioner was—and is—Walt Disney, who has been more than somewhat successful in merchandising Mickey Mouse, Pluto, Donald Duck and other cartoon characters. But even Mr. Disney had to sit up and take notice when tv got into the merchandising act. As a wellspring for merchandising a character, tv makes the movies look as antiquated as a nickelodeon.

There are a number of reasons why this is so. Probably the most important is that tv has a far greater, far deeper and far stronger impact. The viewer, who is also the merchandising customer, sees the tv character week in and week out, in the most desirable of all surroundings—his home. This frequency of viewing not only sets up a stronger identification with the character, but a deeper and warmer identification. The tv character becomes more real—and that reality is the source of merchandising, by making the items based on the character, or identified with the character, more desirable to the customer than similar items without the tv identification.

It is rather surprising that relatively few video producers make any effort to merchandise the characters they bring to the screen. One reason may be a lack of knowledge on the subject, because merchandising, like the art of tv production itself, is a highly specialized field. The comparison goes even further. Even as tv production requires a knowledge of many elements—script and acting values, lighting, camera limitations, budget control, to name a few, so does merchandising encompass many factors. These include—again to name just a few—the right way to design, package and price an item, and the right way to introduce and exploit it, and the right way—and this may be most important of all—to control it.

Among those tv companies which emphasize merchandising is Television Programs of America Inc. TPA already has some 50 items licensed on its *Ramar of the Jungle* series, and almost that many on *Captain Gallant of the Foreign Legion*. TPA's merchandising counsel is Stone Associates—

PLANNING the items to be licensed. L to r: Milton A. Gordon, TPA president, Allan Stone of Stone Assoc. and Michael M. Sillerman, TPA executive vice president.

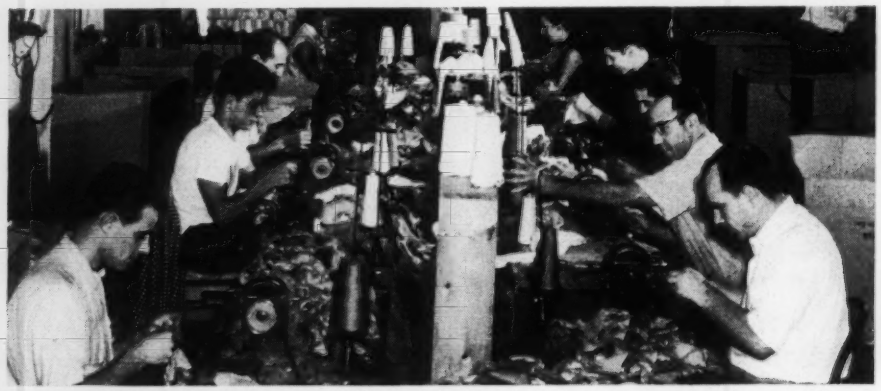
ALLAN STONE watches as Joseph Vitale, partner in Smile Novelty Co., Brooklyn, N. Y., signs license agreement to manufacture a plush Lassie doll.

A B•T PICTURE STORY

FIRST STEP in manufacturing an item is to develop the rough sketch. Ben Rosano (c), Mr. Vitale's partner, lays out a rough of the Lassie doll for Allan Stone (1) and Eddie Kean. Both Bob Maxwell, TPA and Stone Assoc. must approve the item, as shown by a hand made sample, before tooling up can begin.

Martin Stone, Allan Stone, Milton Kayle and Edward Kean—which scored a notable success with its merchandising of *Howdy Doody* and which now, in addition to TPA's shows, is merchandising the Jackie Gleason series, *The Honeymooners*, and its characters.

The accompanying photos list, in sequence, the procedure in merchandising a tv character. In this case, the character is Lassie, the program produced by Robert Maxwell, distributed by TPA and merchandised by Stone Associates.



THE SEWING ROOM, where the jigsaw of cut-out parts starts to take shape. After the face—made of pliable vinyl plastic—is sewn on, the doll is given a cotton stuffing via a pneumatic machine, and wires are inserted in the legs to enable the dog to stand.

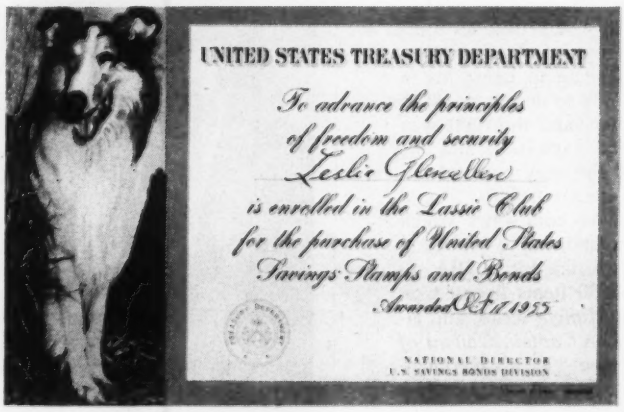
THE FINAL TOUCH. Every dog is brushed and curried. These Lassie boxes were designed by Stone Associates.

SID KESSLER, sales manager of Smile Novelty, introduces the toy at this year's Toy Fair. Smile Novelty was licensed in March, introduced the doll at the fair and since then has sold $850,000 worth of Lassies.

MISSION ACCOMPLISHED. The payoff on merchandising, exploitation and promotion comes when the customer buys.

TPA GUARANTEES its licensees that it will assist in the promotion. Personal appearances are among the best. Lassie and Tommy Rettig (Jeff in the tv series) spent six days at the Canadian National Exhibition, Toronto, where door prizes of Lassie pups were given away. Here they appear with CBS-TV star Ed Sullivan and two girls who won puppies.

ANOTHER PROMOTION: Lassie's tiein with the U. S. Treasury's campaign to sell savings stamps and bonds to school children. Certificates like this one are give to each purchaser.



BIG ONES for little ones . . .

You have a problem? Want to demonstrate how something tiny works? Want to bring something enormous into the studio before the TV camera? Your answer is . . . Film—for shows that tell all about everything, without change or "fluff," day after day, on or off network. What's more, it's easy, economical to **USE EASTMAN FILM.**

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East Coast Division
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THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN SEPTEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Soldiers Fort (MCA-TV)	Fri.	8:00	WABC-TV	9.5
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	9.4
3.	Sherlock Holmes (UM & M)	Mon.	7:00	WRCA-TV	9.2
	Man Behind the Badge (MCA-TV)	Sat.	6:30	WCBS-TV	9.2
5.	City Detective (MCA-TV)	Sun.	9:30	WPIX	8.3
6.	Looney Tunes (Guild)	Fri.	6:30	WABD	7.8
7.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	7.6
8.	I Led 3 Lives (Ziv)	Fri.	10:30	WABC-TV	7.3
	Buffalo Bill Jr. (CBS Film)	Sat.	6:00	WPIX	7.3
10.	Racket Squad (ABC Film)	Thurs.	10:30	WABC-TV	7.2
	Waterfront (MCA-TV)	Tues.	7:30	WABD	7.2
	Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	7.2

LOS ANGELES — SEVEN-STATION MARKET

1.	Secret Journal (MCA-TV)	Sun.	9:00	KTTV	21.0
2.	Life of Riley (NBC Film)	Sat.	8:00	KTTV	18.8
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	18.4
4.	Waterfront (MCA-TV)	Tues.	7:30	KTTV	17.8
5.	Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	15.9
6.	I Led 3 Lives (Ziv)	Sat.	8:30	KTTV	14.7
7.	Band Review (Paramount)	Sun.	9:00	KTLA	13.0
8.	Superman (Flamingo)	Sat.	7:00	KTTV	12.4
9.	Boston Blackie (Ziv)	Fri.	8:00	KTTV	11.2
10.	Annie Oakley (CBS Film)	Tues.	7:00	KTTV	11.0

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Mr. District Attorney (Ziv)	Thurs.	9:30	KSTP-TV	30.1
2.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	29.1
3.	Lone Wolf (MCA-TV)	Sun.	8:30	WCCO-TV	27.7
4.	I Led 3 Lives (Ziv)	Tues.	8:30	KSTP-TV	23.6
5.	City Detective (MCA-TV)	Wed.	8:30	KSTP-TV	21.4
	Hopalong Cassidy (NBC Film)	Sat.	8:00	WCCO-TV	21.4
7.	Follow That Man (MCA-TV)	Fri.	9:30	KSTP-TV	20.6
8.	Science Fiction Theatre (Ziv)	Fri.	9:00	WCCO-TV	19.0
9.	Soldiers of Fortune (MCA-TV)	Sun.	8:00	WCCO-TV	18.0
	Bandstand Review (Paramount)	Sat.	9:00	KSTP-TV	18.0

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	25.0
2.	Waterfront (MCA-TV)	Fri.	7:30	KOMO-TV	23.6
	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	23.6
4.	Annie Oakley (CBS Film)	Thurs.	7:00	KING-TV	23.1
5.	Eddie Cantor (Ziv)	Wed.	8:30	KING-TV	23.0
6.	Science Fiction Theatre (Ziv)	Thurs.	8:30	KING-TV	21.6
7.	City Detective (MCA-TV)	Fri.	8:30	KING-TV	19.2
8.	Superman (Flamingo)	Mon.	6:00	KING-TV	17.8
9.	The Whistler (CBS Film)	Fri.	10:00	KING-TV	17.6
10.	Soldiers of Fortune (MCA-TV)	Tues.	6:00	KING-TV	17.2

CHICAGO — FOUR-STATION MARKET

1.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	20.6
2.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	18.2
3.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	17.7
4.	Eddie Cantor (Ziv)	Mon.	9:30	WNBQ	15.4
5.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	13.8
6.	Death Valley Days (McC.-Erick'n.)	Mon.	10:00	WBKB-TV	13.6
7.	Mr. District Attorney (Ziv)	Fri.	9:30	WBKB-TV	12.3
8.	Annie Oakley (CBS Film)	Sun.	2:00	WBKB-TV	11.1
9.	Superman (Flamingo)	Sat.	5:00	WBKB-TV	10.2
10.	I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	10.1

WASHINGTON — FOUR-STATION MARKET

1.	I Led 3 Lives (Ziv)	Mon.	10:30	WRC-TV	18.1
2.	Superman (Flamingo)	Tues.	7:30	WRC-TV	16.9
3.	Soldiers of Fortune (MCA-TV)	Tues.	10:30	WTOP-TV	16.4
4.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	14.3
5.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	13.8
6.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	12.1
7.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	11.7
8.	Cowboy G-Men (Flamingo)	Fri.	8:00	WMAL-TV	11.3
9.	Sherlock Holmes (UM & M)	Mon.	7:00	WRC-TV	10.6
10.	Little Rascals (a.m.) (Interstate)	M.-F.	9:00	WRC-TV	10.2

ATLANTA — THREE-STATION MARKET

1.	Favorite Story (Ziv)	Tues.	9:30	WAGA-TV	37.9
2.	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	31.7
3.	Ellery Queen (TPA)	Wed.	10:00	WAGA-TV	22.1
4.	Waterfront (MCA-TV)	Thurs.	9:30	WAGA-TV	21.4
5.	Mr. District Attorney (Ziv)	Fri.	10:00	WAGA-TV	19.4
6.	City Detective (MCA-TV)	Wed.	9:30	WSB-TV	18.3
7.	Patti Page (GAC-TV)	Mon.	10:00	WSB-TV	14.3
8.	City Detective (MCA-TV)	Sat.	10:30	WSB-TV	13.8
9.	Star and the Story (Official)	Sun.	10:30	WSB-TV	13.6
10.	Secret File USA (Official)	Sat.	10:00	WSB-TV	13.4

CLEVELAND — THREE-STATION MARKET

1.	Passport to Danger (ABC Film)	Tues.	10:30	WXEL	18.2
2.	Waterfront (MCA-TV)	Wed.	7:00	WNBK	14.8
3.	Mr. District Attorney (Ziv)	Tues.	8:00	WXEL	14.5
4.	Liberace (Guild)	Wed.	9:00	WEWS	12.7
5.	Uncommon Valor (Gen. Teleradio)	Mon.	10:30	WNBK	12.2
6.	Ramar of the Jungle (TPA)	M.-F.	6:00	WNBK	11.4
7.	Range Rider (CBS Film)	Sun.	7:00	WEWS	11.3
8.	I Am the Law (MCA-TV)	Fri.	10:30	WEWS	11.2
9.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WXEL	11.0
10.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	WNBK	10.6

BOSTON — TWO-STATION MARKET

1.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	37.7
2.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	24.9
3.	I Led 3 Lives (Ziv)	Mon.	7:00	WNAC-TV	22.4
4.	Foreign Intrigue (S. Reynolds)	Mon.	10:30	WBZ-TV	21.5
5.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	18.6
6.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	18.3
7.	The Falcon (NBC Film)	Sun.	11:00	WNAC-TV	16.7
8.	Patti Page (GAC-TV)	Mon.	7:45	WNAC-TV	15.9
9.	Lone Wolf (MCA-TV)	Sat.	10:30	WNAC-TV	14.9
10.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	13.8

DAYTON — TWO-STATION MARKET

1.	Man Behind the Badge (MCA-TV)	Fri.	9:30	WHIO-TV	27.9
2.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	22.5
3.	Mr. District Attorney (Ziv)	Wed.	9:30	WLWD	21.4
4.	Waterfront (MCA-TV)	Sat.	9:30	WHIO-TV	20.5
5.	Science Fiction Theatre (Ziv)	Sat.	10:00	WLWD	19.9
6.	Ellery Queen (TPA)	Fri.	10:15	WHIO-TV	19.4
7.	I Led 3 Lives (Ziv)	Thurs.	9:00	WHIO-TV	16.3
8.	Follow That Man (MCA-TV)	Sun.	10:15	WHIO-TV	15.8
9.	Eddie Cantor (Ziv)	Fri.	8:30	WLWD	15.2
10.	Kit Carson (MCA-TV)	Sun.	5:00	WLWD	13.9

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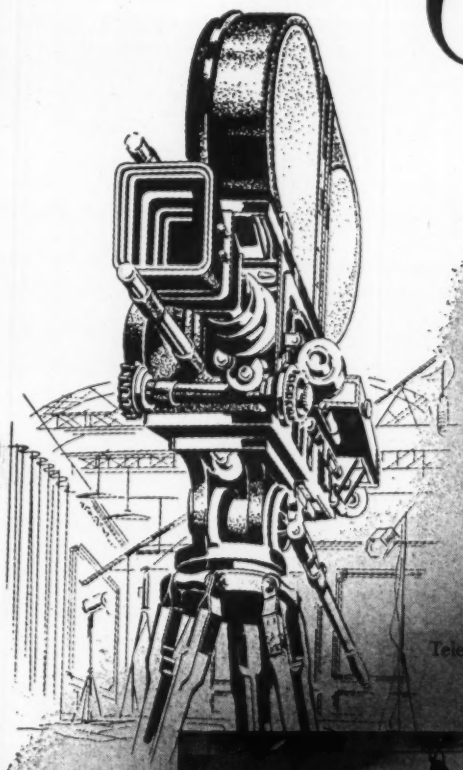

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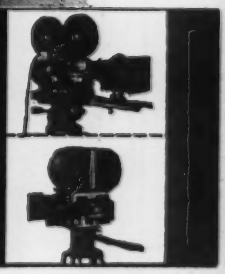

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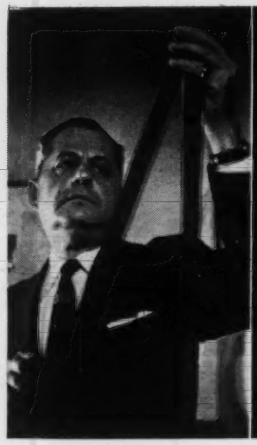
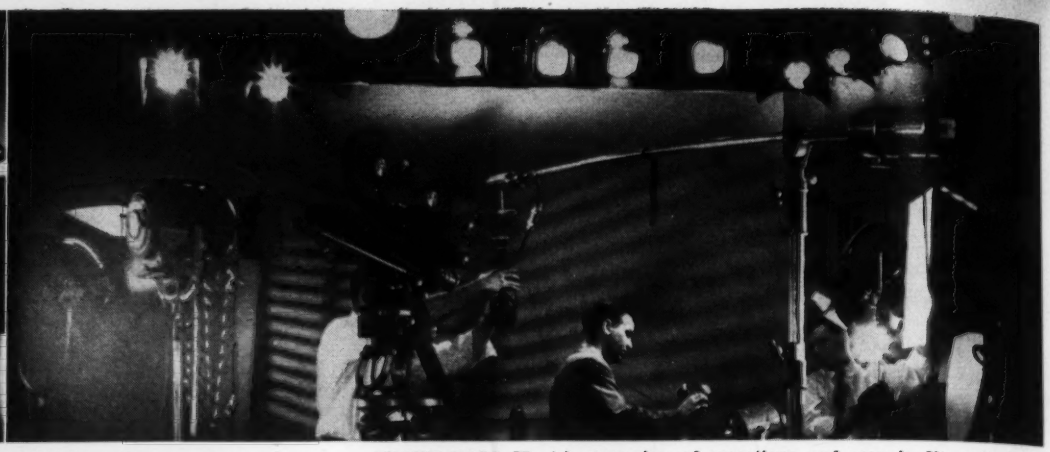


JOHN DE PROSPO, chief, WNYC film unit.



FRANK ROSA JR. (c), supervisor of operations, and crew in film unit studios.

WNYC'S HEAD START ON FILM

DOWN through the years, New York-owned WNYC has earned a pre-eminent reputation for its public service radio.

On a small scale, a grand-style start already has been made to do the same in tv.

Although the Municipal Broadcasting System, which operates WNYC-AM-FM, does not have WNYC-TV on the air, its officials already are laying the groundwork for its television operation. Even before FCC had granted the city ch. 31, the Municipal Broadcasting System was learning the intricacies of television through its television film unit established in 1951.

The unit served another worthwhile purpose: Its films were made available to the six commercial outlets in New York and scores of stations throughout the country, bringing information of significant civic developments about New York to viewers.

Seymour N. Siegel, director of communications for the City of New York and a pioneer leader in educational broadcasting, says that several considerations prompted the city to form the film unit, adding:

"With television the most effective means of mass communications yet devised, we wished to prepare adequately for an efficient operation to keep the public informed on vital subjects, such as health, welfare, fire, sanitation, city government and other important aspects of community living.

"Each city agency and department found the need of film services for the production of vital public service spots and short documentaries, as well as training films, but the cost of establishing separate departmental film production staffs, or even commissioning package firms to produce films, when necessary, was highly prohibitive. Thus, it was decided that one central tv film unit to produce spots, documentaries and training films for the various civic departments and agencies was the logical answer."

WNYC's film operation maintains a well-equipped studio at 500 Park Ave. and has a mobile unit, similar to the one used by major newsreel companies, for covering newsworthy city events and for producing on-the-spot documentaries. The unit operates on a shoe-string budget of about $30,000 annually, including production costs and the salaries of Frank Rosa Jr., supervisor of operations and of a cameraman and two technicians. The entire operation is under the supervision of John De Prospo, executive officer of the Municipal Broadcasting System, who has been associated with WNYC for the past 22 years.

The tv films have a collateral use. For example, in 1954, almost 100 organizations requested the filmed documentary programming for free screening. These included the World Health Organization in Geneva, numerous colleges and universities, industrial firms, civic groups and charitable and welfare organizations.

Officials of the various city agencies in New York have praised the films as a vehicle of promoting improved cooperation from the public, according to Mr. Siegel. He cited the experience of *Signal 92*, a filmed documentary produced for the New York Fire Dept. Following numerous showings on New York's six commercial tv stations, Mr. Siegel said, the Fire Dept. reported "an unprecedented drop in false fire alarms." He pointed out that Fire Dept. officials were convinced that this improvement could be traced directly to the telecasts.

memo from Ed Hochhauser Jr.

Sensational News for Telecasters . . .

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'UNARTY' MODERN ART

THAT'S UPA'S FORMULA FOR TV COMMERCIAL SUCCESS

MODERN ART with a zing—that could be a capsule description of the *modus operandi* of United Productions of America.

Come next spring and the mass television audience of the U. S. will be exposed to a UPA series of all-color variety-cartoon programs to be carried over CBS-TV [B•T, Aug. 8]. Athough television audiences are not likely to be afficionados of modern art, the UPA formula of "unarty" modern art appears headed for a resounding success, judging on past performances.

In the past seven years, UPA's theatrical cartoons, featuring such beloved characters as Gerald McBoing-Boing, Mr. Magoo, Frankie and Johnny, Madeleine and Christopher Crumpet, have titillated motion picture audiences throughout the world. Academy Awards have been presented to "Gerald McBoing-Boing" (1950) and "When Magoo Flew" (1954), and, in all, UPA has received eight Academy nominations for its animated productions.

Though the projected series over CBS-TV will mark its leap into the tv entertainment field, UPA has been producing cartoons for commercial television for the past eight years. It's list of "blue chip" accounts includes Coca-Cola, New York Telephone, General Electric, Borden, Bristol-Myers, Ipana, Procter & Gamble, American Airlines, Piel Bros., Socony Oil, Emerson Drug, Mennen, Campbell Soup and A. T. Babbitt, among others. The New York Art Directors Club awarded UPA its Club Medal for "the top television commercial of 1954" (produced for Jello-O Instant Pudding) and singled out the company with its Distinctive Merit Citation for the best tv commercials of 1951, 1952 and 1954.

UPA, with Stephen Bosustow as founder and president, was incorporated in 1945. It has grown in the past decade and now numbers more than 100 employes. Its business currently is in excess of $1 million a year. The company has its own rambling ranch-type building in a breezy canyon in Burbank, Calif. The UPA New York studio, headed by Don McCormick, vice president and general manager, is actively engaged in producing tv commercials and industrial films. Chris Ishii and Jack Goodford are directors of the commercial unit.

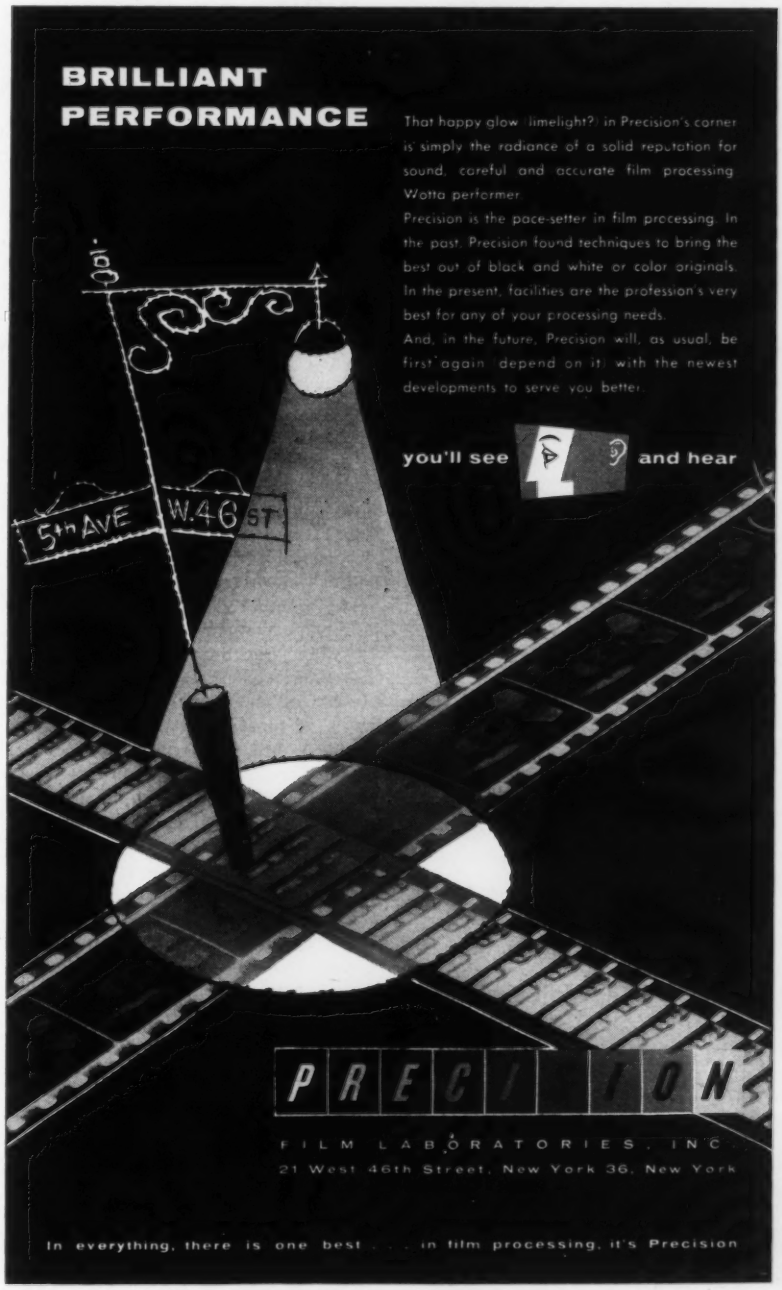
Mr. McCormick told B•T that the proposed tv series for CBS-TV represents the culmination of a dream long held by Mr. Bosustow. Through the medium of network television, Mr. McCormick said, UPA hopes to bring the company's approach to communications within the reach of every man, woman and child in the U. S.

UPA, according to Mr. McCormick, places emphasis on line drawing; uses color for its own sake, and presents story material that is amusing to the entire family. Unlike other animated films, he added, in UPA films there are people instead of birds, mammals, insects and reptiles. UPA's *tour de force* is its strong reliance on caricature, Mr. McCormick said.

The cartoon program for CBS-TV, currently in production at Burbank and expected to be launched in the spring of 1956, will contain three or four elements selected from seven or more "acts" or variety situations. These include: the story of a little boy, "Dusty," who manages a circus; a musical dramatization combining traditional folk ballads and new songs with fables of America and other lands; sketches of famous American authors; gentle satires on suburban American life, and tales with the O. Henry touch. UPA's agreement with CBS-TV also includes the production of a full-length animated feature film for motion picture theatre distribution.

Mr. McCormick said Mr. Bosustow is "most enthusiastic" about the CBS-TV project because he believes that television will afford UPA an even wider scope for its creative talent than the motion picture theatre. The variety of subjects that can be treated on television, Mr. McCormick said, cannot often be attempted for theatrical exhibition.

It is UPA's feeling that the cartoon series will have high sponsor interest, according to Mr. McCormick. He noted that at the outset, agencies were reluctant to go along with UPA's approach to tv commercials. Today, he said, many agencies hold such confidence in UPA that the company is permitted to do "the storyboard" and


BRILLIANT
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- ✓ Dries faster than carbon-tet
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UPA CARTOONS for (l to r) Bromo Seltzer, Jello Instant Pudding and Esso.

even write the script—all accomplished in cooperation with the agency. With this agency acceptance, Mr. McCormick added, the new series appears headed for a smooth road.

The year 1955 apparently is the "crowning year" for UPA. Two widely separated achievements point up the range of the company's talents. The CBS-TV series is a "bench-mark" of UPA's appeal to the masses. Its exhibition at New York's Museum of Modern Art, called "UPA: Form in the Animated Cartoon," which opened on June 22 and ran through Aug. 21, reflects the company's hold on the esoteric. For UPA, the twain do meet.

film maker

CHARLES SKINNER

AT LEAST one independent producer and packager of tv shows is taking an optimistic view toward the entry of major motion picture studios into television production.

Charles E. Skinner, who recently opened his own studios in Hollywood, insists that it may well prove the greatest thing that's happened to the medium since the completion of the transcontinental cable. "There is only one thing which anyone in the television industry should fear," he says, "and that is mediocrity of product. And it is my opinion that the competition the majors will offer will force all producers to strive for a higher quality in production."

Mr. Skinner's own plans encompass a wide variety of productions, not only for television, but theatrical showing as well. One tv series, *Sergeant Preston of the Yukon*, a story of the Royal Northwest Mounted Police in the Gold Rush era, went on the air this month, Quaker Oats sponsoring, with a CBS network release. Another, *Riders of the Pony Express*, an original story idea developed by himself and Executive Writer Nelson Gidding, is in the pre-production stage. And a third, based on the James Fennimore Cooper classics, *Leather Stocking Tales*, is slated for production next year.

Mr. Skinner, 43, literally has grown up in show business, having started as a child actor on the stage and in silent films, at the age of six. He directed his first motion picture in 1928, when he was only 16. By the time he was 20 he had his own distribution company, known as United Film Distributors, which supplied film to schools and church organizations.

Since that time, he has served as a producer, director and creator of motion picture and television properties, both at major studios and as an independent. During World War II he was an officer with the Army Signal Corps, producing and directing training, morale and rehabilitation films. He also co-produced and directed the post-war theatrical release, "This Is Your Army," made by 20th Century-Fox Movietone.

During his years as a Hollywood director, before entering the television field, he directed films for major Hollywood studios.

In television he created, produced and directed the original *Les Paul and Mary Ford At Home* shows; produced and directed *The Greatest Story Ever Told* series, based on the Fulton Oursler best-seller; directed 75 of the *Big Story* segments; produced and directed the *Fight for Freedom* series and *Unknown Soldier* films, both for the Freedoms Foundation of Valley Forge; co-produced and directed the *Chesterfield Stars* programs, along with all commercial spots, as well as many others.

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[Stations continues from page 102]

Paschall to Be Gen. Manager Of Newly-Purchased KAFY

BENTON PASCHALL, whose purchase with Howard Tullis and John Hearne of KBAK Bakersfield, Calif., was approved by the FCC on Oct. 5 [B•T, Oct. 10], has been appointed general manager of the station, which reverts to its original call letters, KAFY.

MR. PASCHALL

KAFY, which started 10 years ago, was changed to KBAK with its purchase by the Chronicle Publishing Co. (*San Francisco Chronicle*, KRON-TV there).

Mr. Paschall was for two years vice president - general manager of WNOE New Orleans following which he opened his own radio management and sales consultancy firm. He also is a former vice president of the Liberty Broadcasting System.

KAFY is a Mutual affiliate and operates 550 kc, 1 kw, unlimited.

Messrs. Paschall, Tullis and Hearne are equal partners in ownership of KAFY.

WWDC Washington Begins Five-Hour Evening Program

WWDC Washington gears its nighttime operation to "monitoring" the Greater Washington area beginning tonight (Monday). The station's 8 p.m. to 1 a.m. period will be "one all-inclusive program known as *Around the Town*," according to Ben Strouse, vice president and general manager.

Town will feature on-the-spot interviews, news reporting and public service segments. The station's staff men will cover the metropolitan area, originating broadcasts and interviews.

Capitol Network Formed By American, Maryland U.'s

CAPITOL NETWORK, a joint operation between WAMU American U., Washington and WMUC Maryland U., has been organized to broadcast programs to the students of the two universities. Both stations are members of the Intercollegiate Broadcasting System, consisting of over 100 college stations.

Network programming has enabled the stations to stay on the air 18 hours on weekdays and 10 hours Saturdays and Sundays. Capitol offices are located in the new $250,000 Radio-Tv Building on the American U. campus.

KNXT (TV) Sales Increase

ROBERT D. WOOD, general sales manager of KNXT (TV) Hollywood and the Columbia Television Pacific Network, announced that the station's sales for the summer quarter just completed (July-September) set an all time summer high, and also was the top quarter for 1955.

National spot business was 45% higher during the past quarter than for the same period in 1954 and local sales were up 80%. Overall increase over the same period last year was 62%, according to Mr. Wood.

KOWB Covers Disaster

KOWB Laramie, Wyo., was kept busy furnishing the nation with details following the recent United Airlines crash in Wyoming taking 66 lives. Soon after the crash, General Manager Harry D. Peck went to the scene for first hand information, and was followed by the KOWB news staff. Coverage was furnished stations from Philadelphia to Salt Lake City, plus the entire Mutual-Intermountain Network.

Miss Komar Named Manager Of KLAS-TV Las Vegas

MARIAN Y. KOMAR, commercial manager, has been named general manager of KLAS-TV Las Vegas, according to Rube G. Jolley, president of Las Vegas Television Inc.

Miss Komar has been with the station over two years, having served as national sales manager and commercial sales manager. Before joining KLAS-TV, she was in the sales department of KPHO-TV Phoenix.

Other appointments announced by Mr. Jolley include: Ralph E. Smith, chief engineer to operations manager; Alex Gold, account executive, becomes sales manager, and James P. Hart, KLAS program director, assumes the same position for the tv operation.

WCUE Inaugurates 'Contact' In Increasing News Coverage

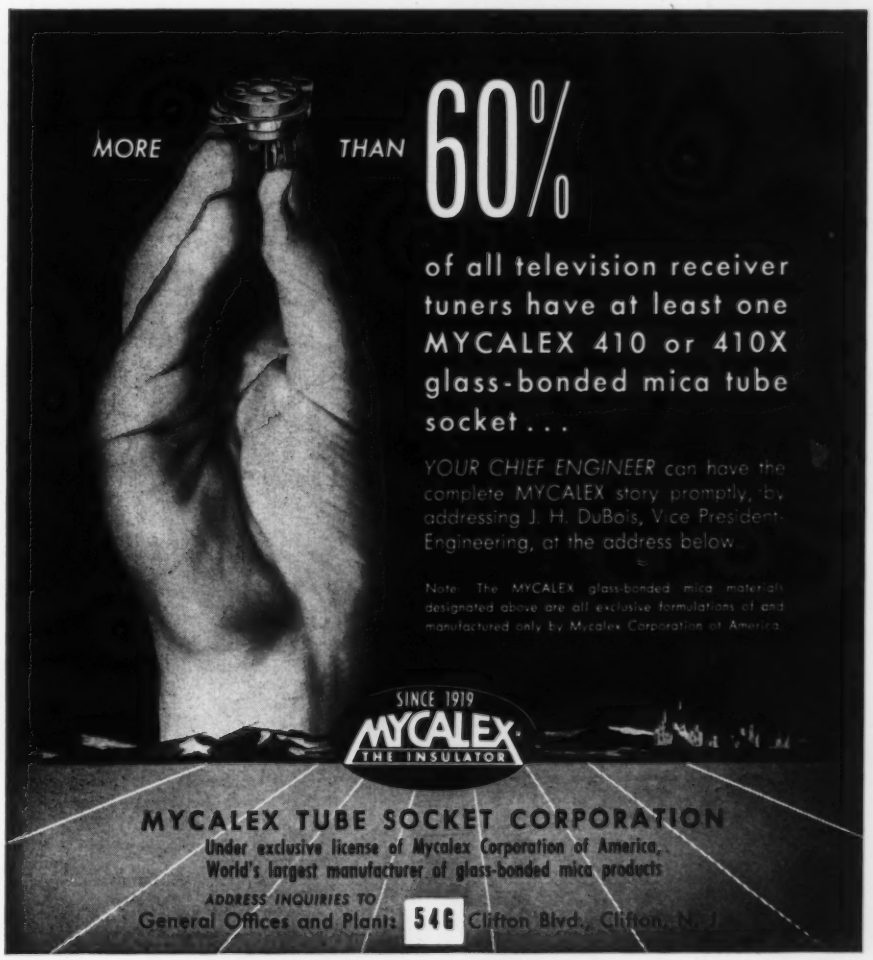
EXPANSION of its national news coverage through a new service, called "Contact," has been announced by WCUE Akron, Ohio. The station has contacted 1,000 radio stations in "key population centers" and made arrangements to receive on-the-spot tape recorded news stories wherever they happen to break.

WCUE listeners received a preview of the new service during the week of Sept. 23-30 when the station aired 47 taped news stories from various parts of the country.

In addition to the expanded national news coverage WCUE is augmenting its local news coverage with a roving newsman, who patrols the Akron area in the WCUE newsmobile, looking for happenings which make news. Other WCUE reporters are equipped with tape recorders as they cover their beats.

7 Michigan Tvs Carry Hockey

DETROIT tv stations for the second consecutive year are cooperating to bring viewers the play-by-play of all Detroit Red Wing hockey games. WXYZ-TV, WWJ-TV and WJBK-TV will split the coverage for the Detroit area under the sponsorship of the Stroh Brewery Co. In addition, four other Michigan tv stations will carry the Red Wing games: WKNX-TV Saginaw; WJIM-TV Lansing; WWTV (TV) Cadillac, and WPBN-TV Traverse City. It is believed that this year's network will be the largest ever to cover regularly scheduled Red Wing games.


MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below.
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.
SINCE 1919
MYCALEX
THE INSULATOR
MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America.
World's largest manufacturer of glass-bonded mica products
ADDRESS INQUIRIES TO
General Offices and Plant: 546 Clifton Blvd., Clifton, N. J.

BMI

MILESTONES
for November

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the November package commemorates a special event of national importance.

"GUARDIANS OF THE OPEN ROAD"
(Rise of American Automobile Association)
November 1-7, 1955

"PIANIST, PATRIOT, PREMIER"
Ignace Jan Paderewski
Born: November 6, 1860

"LEST WE FORGET"
(Veterans Day)
November 11, 1955

"MAKE US TRULY GRATEFUL"
(Thanksgiving Day)
November 24, 1955

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

ABC Names Noble WABC Sales Manager

ROBERT E. NOBLE Jr., regional manager for ABC station relations dept., named sales manager for WABC New York, key station for the ABC Radio Network, effective today (Monday).

Mr. Noble joined the network in 1950 as a research assistant following his graduation from Yale U. He later became an associate director of the radio network, producing and directing network programs. He is a nephew of Edward J. Noble, former owner of ABC, and now chairman of the finance committee of the parent American Broadcasting-Paramount Theatres Inc.

He succeeds Charles (Chuck) Bernard, recently named an account executive with ABC Radio.

KGER Moves Second Studio

KGER Long Beach, Calif., has moved its Los Angeles studios to 419 South Robertson Blvd., Beverly Hills, according to Clinton Fowler, general manager. The 5 kw outlet, owned by John Brown Schools of Calif. Inc., has maintained dual studio operation for several years.

KDB's Local Business Rises

KDB Santa Barbara, Calif., reports that for September, its first full month on a straight music and news format, local revenue was 67% ahead of the same month in 1954 and 69% above August 1955.

'Big Flash'

SYLVANIA lighted the new $1.5 million building of WBTV (TV) Charlotte, N. C., Sept. 28, in the sixth of its exhibits of multiple flash photography. Using 250 flash bulbs, the "Big Flash" radiated an equivalent of 450,000 60-watt light bulbs.

The exhibit was covered by WBTV's *Picture That*, a program for photographers. Many shutter bugs were on hand for "Big Flash" and the program awarded a prize for the best pictures taken at the time the flash went off.

Buskett Named KCBQ Head By Bartell Broadcasters Inc.

LARRY BUSKETT, general sales manager of KLAC Los Angeles, has been named general manager of KCBQ San Diego, according to Gerald A. Bartell, president of Bartell Broadcasters Inc., recent purchaser of KCBQ.

Mr. Buskett has been in west coast radio since his discharge from the Army in 1945. He was instrumental in the successful application of the news and music format for a number of stations which he served as consultant.

GERALD A. BARTELL (l), president of Bartell Broadcasters Inc., with Larry Buskett, new general manager of KCBQ San Diego.

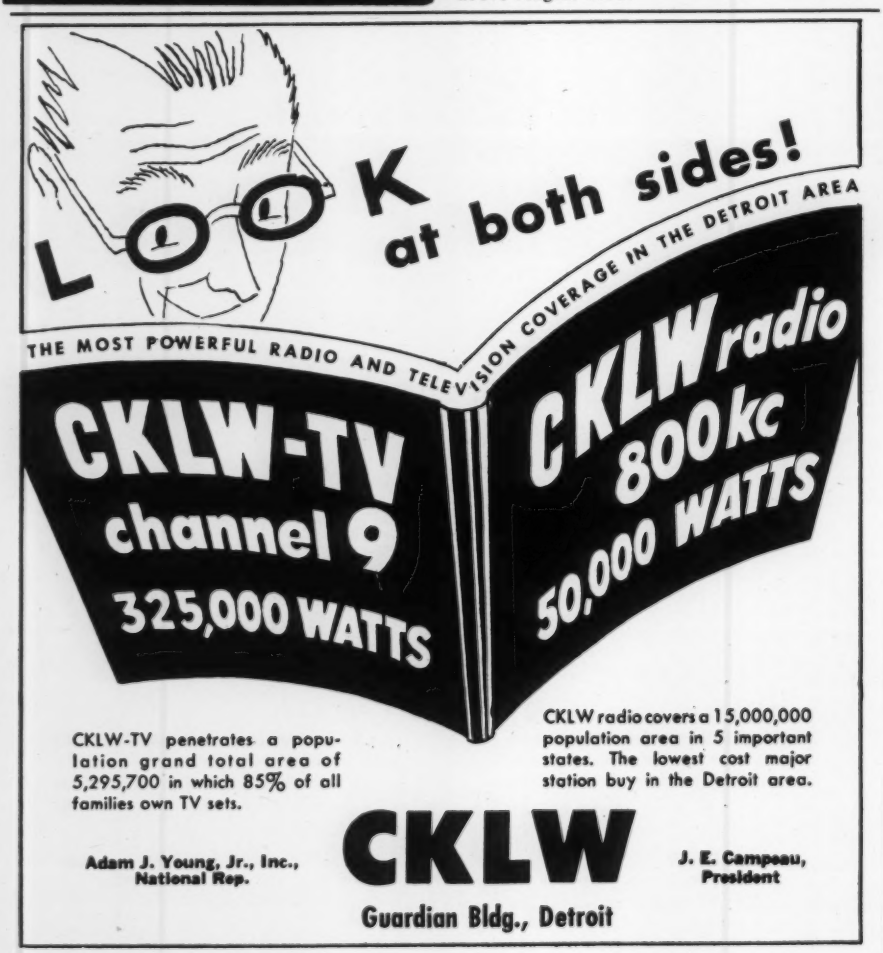
WWJ-TV Issues Rate Card, Features Two New Plans

WWJ-TV Detroit has issued rate card No. 14, effective Oct. 1, which features a new "six plan" and "nine plan." The first gives advertisers who use six or more 20 or 10-second announcements on weekends a 25% discount. The nine plan gives a 35% discount on nine or more Saturday-Sunday announcements.

Rates begin at $2,000 for one hour of Class AA time.

WOAI-TV Adds to Color Slate

WOAI-TV San Antonio, Tex., began local live color transmission Saturday with an inaugural ceremony followed by about eight hours of special color programs. Elmer Crumrine, mayor *pro tem* of San Antonio, in a ceremony participated in by civic leaders threw the switch which launched the first live colorcast. WOAI-TV is slated to begin regularly scheduled colorcasts today (Monday), carrying an average of 60 hours of color per month, including NBC-TV shows.


LOOK at both sides!
THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE DETROIT AREA
CKLW-TV
channel 9
325,000 WATTS
CKLW radio
800kc
50,000 WATTS
CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.
Adam J. Young, Jr., Inc., National Rep.
CKLW
J. E. Campeau, President
Guardian Bldg., Detroit

Staff Personnel Completed For WTOP-AM-TV News

STAFF appointments have been completed for the news and public affairs division of WTOP-AM-TV Washington, according to John S. Hayes, WTOP Inc. president. The new department will begin functioning Oct. 30 to "expand WTOP's coverage of Washington Metropolitan Area news while continuing to furnish up-to-the-minute reports of major world-wide news development," Mr. Hayes announced.

Edward F. Ryan was previously named director [B•T, Sept. 5]. Others include Lawrence Beckerman, executive producer; Arch McDonald sports director; Harold Saylor, cameraman; Elizabeth Ann Parrish, research assistant, and Morrie Siegel, Steve Cushing, Paul Hallett, Claude Mahoney and Paul Niven.

REPRESENTATIVE APPOINTMENTS

Everett-McKinney Inc., N. Y., named national representative for KCRG Cedar Rapids, Iowa.

CKNW New Westminster, B. C., appoints Radio Representatives Ltd., Toronto, exclusive representatives.

CFCY-TV Charlottetown, P. E. I., has appointed All-Canada Radio Television, Toronto, as exclusive representative. Station is expected to be on the air on ch. 13 next summer with 21 kw video and 12.5 kw audio power.

STATION SHORTS

WFBM-TV Indianapolis, with installation of complete RCA live color camera chain, becomes first area station equipped to originate color programs for both local and network broadcast, it is claimed. Station plans to begin programming local colorcasts this month.

Jefferson Standard Bcstg. Co. (WBT-WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.), appoints Kincaid-Chandlee Adv. Agency Inc., Charlotte, to handle trade advertising.

WDSU-TV New Orleans has received Civil Aeronautics Authority, approval for construction of new 975-foot tower in St. Bernard Parish. Station has applied to FCC for permission to move tower from present Hibernia Bank Bldg. location to new site.

STATION PEOPLE

Maitland Jordan, general manager, KJR Seattle, to national sales staff of KOMO-TV Seattle.

V. Byron Williams, assistant program director, WTRF-TV Wheeling, W. Va., named program director. He has been with station since Feb. 1954, shortly after it went on the air. **Garry Vorhees,** WTRF-TV production manager, steps up to assistant program director.

Frank Edwards, newscaster, to WTTV (TV) Bloomington-Indianapolis. He formerly broadcast for the American Federation of Labor.

Bill Parker, WOC-AM-FM-TV Davenport, Iowa, radio sales staff since 1952, appointed local and regional radio sales manager.

John Condon, KTAC Tacoma, Wash., account executive, named assistant manager.

Kaye K. Gentry, *Alaska Weekly* managing editor; to KTVW (TV) Tacoma, Wash., as account executive. Mrs. Gentry was formerly with sales department of Mear Teleshows and in tv production at KFI-TV, both Hollywood. **Robert L. Whitaker,** manager, KWAT Douglas, Ariz., to WMIX Mt. Vernon, Ill., as sports director-account executive. He succeeds **Willard J. Purser,** now on WCOL Columbus, Ohio, sales staff.

Phyllis Ivers to KPTV (TV) Portland, Ore., as assistant promotion manager, succeeding **Donald Thompson,** resigned. Miss Ivers has been with Insurance Co. of Oregon and was clerk of Oregon State Senate labor and industries committee.

MISS IVERS

John Roberts to sales staff of WAAF Chicago.

John Ettelson, national sales service manager, KPTV (TV) Portland, Ore., promoted to local salesman, succeeding **Gil Fall,** resigned to become General Electric industrial appliances sales representative.

Ruth Dunlop, KPHO-AM-TV Phoenix, Ariz., named director of womens' activities.

Max Anderson to WBAP Fort Worth, Tex., as staff announcer.

Buddy Starcher, country music personality and recording artist, to *Happy Harold's Barn Dance* show on WITV (TV) Hollywood, Fla., as pro-

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

EL PASO County 5th in Texas in POPULATION*

*1955 Sales Management Survey of Buying Power

El Paso County — and only El Paso County — is Texas' fifth market as proven conclusively by these figures:

1—Harris County (Houston)	1,012,000
2—Dallas County (Dallas)	751,300
3—Bexar County (San Antonio)	549,200
4—Tarrant County (Ft. Worth)	486,500
5—EL PASO COUNTY (EL PASO)	248,000
6—Jefferson County (Beaumont)	218,900
7—Nueces County (Corpus Christi)	211,500
8—Hidalgo County (McAllen)	194,500
9—Travis County (Austin)	181,600
10—Cameron County (Harlingen)	159,300

And, as a bonus, KROD-TV delivers an additional 105,400 customers in the rich, growing Southern portion of New Mexico. Get the complete KROD-TV story from your Branham man.

KROD-TV

CHANNEL 4 • EL PASO, TEXAS
Affiliated with CBS, ABC and DuMont Television Networks
Affiliated with KROD-600 kc — 5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM CO.

EL PASO, TEXAS

LARGEST AUDIENCE
in *wealthy* Central California

360,000 TV sets . . . more than 1,000,000 televiewers watch KBET's basic CBS night time programs *2½ to 1! For the biggest audience at the lowest cost per thousand, your best bet is KBET.

BASIC CBS TELEVISION

K B E

T·V CHANNEL 10
Sacramento, Calif.
H-R Television Inc.
*ARB APRIL 1955

STATIONS

ducer, commercial announcer and entertainer.

Emil Bergdolt, WKRC-TV Cincinnati film director, promoted to sales department.

Dave Bailey, WCAW Charleston, W. Va., news director, to WKRC-TV Cincinnati announcing staff. **Ray Watson** returns to producer-director staff of that station after Army duty. Back from Naval duty is **Barry Hersh,** WKRC-TV film director.

Shirley Rosenstein to WDRC Hartford, Conn., commercial department.

Tony Weitzel, *Chicago Daily News* columnist, signed by WGN-TV that city for new series of five-weekly, five-minute commentaries sponsored by First Federal Savings & Loan Assn.

Charles Nelson, San Antonio disc jockey, returns to that city with KCOR after association with recording companies in Hollywood and New York.

Clyde Moody, hillbilly singer-composer, to WDVA Danville, Va., as disc jockey.

Korla Pandit, organist-pianist, has begun half-hour, weekly series on KNTV (TV) San Jose, Calif.

Lee and **Lorraine Ellis,** production manager and woman's director, KOMU-TV Columbia, Mo., have resigned.

B. George Barber Jr., WGBG Greensboro, N. C., comercial manager, elected governor of 3d District of Advertising Federation of America.

Ernest Peterson, WTIC Hartford, Conn., account executive, spoke on "How to Get the Most From Your Advertising Dollar" at Connecticut Petroleum Assn. three-day Oil Marketers Management Institute.

Mary Landis, WBAL-TV kitchen personality, invited by International Center of Baltimore YWCA to participate in fall cooking courses.

James Martin, announcer, WWNY Watertown and WCNY-TV Carthage, both N. Y., father of boy, James, Oct. 6. Mrs. Martin, former **Jody Merrill,** was with CBS-TV Film and Pathe laboratories before marriage.

Ernie Olivieri, WNHC-TV New Haven, Conn., film director, father of boy, Wayne. **John Brubaker,** WNHC account executive, father of boy, James Robert.

Hugo Murray, 52, WTMJ Milwaukee farm director and traffic manager of Milwaukee stockyards, died Oct. 10 following heart attack.

REPRESENTATIVE PEOPLE

Bill Crumley, formerly program supervisor at The Pulse Inc., and more recently research director at *Television Magazine,* appointed head of new tv research department recently set up at Adam Young Television Corp., New York, tv station representatives.

MR. CRUMLEY

Don Wall, assistant director of radio and tv of MacLaren Adv. Ltd., Montreal, to assistant manager of Radio Representatives Ltd., Montreal. **Dick Sienko** to research department of Radio Representatives Ltd., Toronto.

AWARDS

Legion Auxiliary Picks 'Golden Mike' Award Winners

BEST radio and tv programs in religious, patriotic and family categories were awarded Golden Mike awards of the American Legion Auxiliary Oct. 12 at the auxiliary's 35th annual national convention, held in Miami Beach, Fla.

Dr. Norman Vincent Peale (NBC) and Bishop Fulton J. Sheen (*Life Is Worth Living,* formerly DuMont Tv Network, now ABC-TV) were the respective radio and tv winners in the best religious program group.

The auxiliary's sixth annual membership poll picked Ziv's *I Was a Communist for the FBI* as the best patriotic show on radio and *Cavalcade of America* (ABC-TV) as its tv counterpart.

In the best family program category auxiliary Golden Mike awards went to *One Man's Family* (NBC Radio) and CBS-TV's *Mama.*

Mrs. Alfred C. Hendrickson of Boston, the auxiliary's national radio-tv chairman, announced the results of the poll, which was conducted under the supervision of Mrs. William N. Cann of Wilmington, Del., a member of the auxiliary's national radio-tv committee.

13,141 Catholic Teen Agers Place George Gobel on Top

GEORGE GOBEL was voted the undisputed champion among tv personalities in a nationwide survey of 13,141 Catholic high school students directed by Father James P. Conroy, associate editor of *Our Sunday Visitor,* national Catholic newspaper.

Others who finished high in the popularity category were Ed Sullivan, Loretta Young, Perry Como, Eddie Fisher and, despite the students criticism for vulgarity, Jackie Gleason. Bob Hope and Martha Raye were severely censored for being vulgar. Others criticized for the same reason included Milton Berle and Arthur Godfrey.

Ninety per cent of the students polled do not belong to fan clubs, considering them "ridiculous" and "stupid."

McCall's Times 'Mike' Awards With Annual AWRT Meeting

McCALL's magazine's annual "Mike" awards for outstanding public service by women in broadcasting, usually announced in the January issue of the magazine, will now be listed in the May issue. The change, which becomes effective with this year's competition, was made in order to coincide more closely with the annual convention of the American Women in

IN AMERICA'S 9th MARKET it's TV's *New Queen*

316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

Radio & Television (AWRT), officials said.

Competition for the 1955 awards, which closed at midnight Oct. 5, is open to all women in radio and tv—broadcasters, executives or "behind-the-scenes" members of the industry—on the basis of any program, program series or public service project aired between Sept. 1, 1954, and Oct. 1 this year.

Here's how the seven awards will be broken down: three to broadcasters and three to executives in three categories—service to the community in general, service to women and service to youth—plus one overall award as the "outstanding woman in radio and television for 1955."

Presentation of the 1955 golden mikes will be made at the AWRT convention in Boston next April.

AWARD SHORTS

CBS-TV's documentary series *The Search* received the 1955 Howard W. Blakeslee Award of the American Heart Assn. for "outstanding reporting in the field of heart and blood vessel diseases." Cited telecast, "Gate 27," described the research being conducted at U. of Minnesota in relationship of diets, vocations and other factors to heart and blood vessel diseases. Award, one of four awarded to individuals in the communications profession, honors the memory of the late Howard W. Blakeslee, science editor of the AP and founder of the Nat'l Assn. of Science Writers. "Gate 27," televised Feb. 27, 1955, was produced by Irving Gitlin for CBS News & Public Affairs.

'Captain Z-Ro', science-fiction-history program on WRCA-TV New York, received New Jersey State Fair blue ribbon as "the outstanding program of its type and division on television." Program, sponsored by National Shoes Inc., appears Sundays 11:30-12 noon.

WWJ-TV Detroit recently received an Army certificate of achievement for being the first television station to carry the Army's documentary program, *The Big Picture*. General Manager Edwin K. Wheeler accepted the award from Col. John L. Shaefer, representing the commanding general of the Fifth Army.

Frayn Utley, commentator at WMAQ Chicago, honored with citation Oct. 8 for her special services as member of Chicago Board of Education. She has completed 10 years on the school board.

Arthur C. King, WEEI Boston production manager, received Award of Merit from Daughters of the American Revolution for "consistent support of the good work of many civic and patriotic enterprises."

American Broadcasting-Paramount Theatres Inc. produced the best annual report in the motion picture industry, according to the findings of a special jury set up by *Financial World*, weekly business magazine. Winning the "Oscar of Industry" for the third consecutive year in the magazine's 15th annual survey, ABC-Paramount President Leonard H. Goldenson will receive the prize Oct. 24 at a special banquet honoring the nation's top 1,895 reports at New York's Statler Hotel.

JOHN PORTER (r), manager of national advertising and promotion for NBC, receives the 1955 Gold Mail Box Award for the best direct mail advertising during the year from Arthur W. Theiss, president of Direct Mail Advertising Assn.

KNXT Hollywood program, "Light of Faith" has received "resolution of appreciation" from the Presbytery of Los Angeles. Sunday half-hour public service feature has presented sermons and music of all faiths for more than three years.

WOV New York, serving the city's Italian community of over 2,000,000, awarded a special silver medal by Dr. Gianni Bartoli, mayor of Trieste, for coverage of that Italian-Yugoslavian troublespot's post-war problems. Ceremoney took place aboard the Italian Lines' S. S. Vulcania during its last New York stopover.

WAPI-WABT (TV) Birmingham, Ala., received certificates of merit from Birmingham Junior Chamber of Commerce for "excellence in news coverage, wholesome, varied programs, particularly those directed to youngsters of the community."

W. A. Ruhmann, WBAP Forth Worth, Tex., farm editor, last week was one of two Texans to receive Honorary American Farmer Degree from national Future Farmers of America convention.

General Electric Co. has received public service award from Federal Civil Defense Administration for its participation in the Civil Defense atomic test program last May. Raymond H. Williamson, GE Communication Equipment section engineering administration manager, headed a joint atomic test committee for the FCDA and RETMA to determine explosion effects on equipment.

KFVS-TV Cape Girardeau, Mo., qualified for exclusive Blue Star Club on installation of new Standard Electronics 50 kw tv amplifier. William H. Zillger, Standard Electronics vice president and general manager, presented membership certificate to Oscar Hirsch, Hirsch Bcstg. Co. president, citing fulfillment of "increased public service through transmission of a television signal in accordance with the maximum standards authorized by the FCC. . . ."

NEVER!
could you buy so much
TRANSCRIPTION SERVICE
for so little!

A full or a partial service—your choice of the best of over 5,000 musical selections and 400 jingles & commercial aids.

BUY NOW—PAY LATER

Buy standard services outright—for cash, or payments as low as $19.00 per month. *Write for demonstration tape and catalog.*

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

NO CRYSTAL BALL
#LIBEL#
can forewarn you of
LIBEL · SLANDER
PIRACY
COPYRIGHT VIOLATION
BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a rate built for you.
WRITE FOR DETAILS AND RATES
Employers Reinsurance Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

HOWARD E. STARK
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RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

NATO NATIONS SEEN JOINING BRITAIN IN COMMERCIALISM

Italy takes lead in reverting to commercial broadcasting with prediction that others will soon follow. Also foreseen: exclusive use of fm for radio due to necessity caused by overcrowding. Here's a report on the situation by B•T editor and publisher Sol Taishoff, currently on a European tour.

AS BRITAIN goes, so goes broadcasting in Europe—at least that portion of the Old World which comprises the NATO nations.

Informed observers interviewed by B•T's correspondent during the last three weeks, confidently predict that all of the western nations on the continent will (1) go commercial in tv following broadly the British pattern, (2) eventually forsake the medium-wave band and go fully fm in radio.

Indeed, commercial radio already operates in Italy, and plans also are being prepared for commercial tv. But it isn't our kind of commercial operation. It follows the recently instituted British plan in television of no direct sponsorship, wherein the advertiser buys spots but has no voice as to where they will fall. It is catch-as-catch-can sponsorship.

Western Germany is making rapid strides in both radio and tv. Virtually stripped of am facilities as a consequence of the war, it has turned to fm on a nationwide basis. And it is moving ahead with plans for country-wide tv, following a modified American Plan of commercial operations. Details haven't yet been fully divulged.

What France will do is quite fuzzy, but it normally has followed Britain, with whom it has interchanged programs over the years in radio, and now with Eurovision—a system of tv relay designed to spread to the continent [B•T, Oct. 3]. France, plagued by frequent changes in government and uprisings in its colonies, has no clearly defined television construction project, and is now operating experimentally from a Paris transmitter a few hours a day. During the past few weeks promises have been made that a concrete project for nationwide television will be announced before the year's end.

The fm trend in Europe is one of necessity. The broadcast band, equivalent to our am radio spectrum, is overcrowded and shot-through with interference. Fm quality is admittedly far superior. The problem is one of orderly transition. So in England and in Italy, dual operations are being maintained, and will for the foreseeable future continue that way. No cut-off dates have been announced, because Europeans wouldn't condone what they would regard as confiscation of their am receivers, no matter how antiquated.

Germany, on the other hand, starting from scratch following World War II, is using fm for its "home" service, supplementing it with what few long-wave stations it has managed to maintain.

Differences in Standards

One of the big problems in European television is the varying standards used on the continent. Great Britain uses 405 lines on a five megacycle channel. France is using something like 925 lines for its experimental operation, while most other nations are using 425 lines. Engineers identified with the various organizations dealing with continental allocations, feel that standardization will come and believe that the American standard of 525 lines, 60 frames, will be adopted because it is a sound compromise between optimum quality and good quality. Europeans, they say, should not be subjected to the amount of "flicker" now prevalent under existing systems in use.

Italy, like Germany, engaged in vigorous new construction and expanding its industry, has established a 14 billion lira (roughly $22.5 million) budget for television. Aldo Campagna, engineering executive of RAI—Radiotelevisione Italiana—the Italian broadcasting monopoly in which the government holds stock as an investor, told B•T that about 12 billion lira would be used for new station construction and microwave relays, and about two billion lira for new studio buildings. Three theatres in Rome now are being used for program originations on a temporary basis. Five vhf channels are being used in Italy at the present time.

RAI takes in about two billion lira (about $3.5 million) in total revenues from spot announcement advertising, and license fees. There are about 5 million radio sets in use in this nation of 45 million, and a fee of 2,400 lira is charged annually for this receiver, while the blanket license for radio and television runs 15,000 lira per year (about $24.). While no precise figure on television receivers in use was available, the estimate was about 600,000 of which in excess of 20,000 were in Rome.

All European nations have their eyes on Britain's new commercial tv operations. Even the government men privately are disposed to admit that the high cost of television programming cannot be sustained by license fees saddled upon set owners. But, like the BBC spokesmen, they argue that the European public won't accept the American style of program sponsorship; that the broadcasting companies must build and maintain their own programs, with advertising to be worked in as the network operators decree, rather than "dictated" by the advertiser or agency.

Reports that Britain's new Independent Television Authority was having difficulty with advertisers on morning schedules, was viewed with no great alarm by advertising men in Europe. They feel that it will take a while for daytime programming to sell—just as it did in the U. S. Moreover, they contend that the British service eventually will become more like U. S. programming, with advertisers anchored to particular programs with which they will be identified week after week. Now they question whether the hit-and-miss method pays.

Associated Rediffusion, the program contractor handling the Monday-through-Friday schedules in London under ITA jurisdiction, through its director Roland Gillett, commented that the company was "breaking new ground." Asserting "they had just the same trouble in America," he said his company will try to attract "the smaller advertiser."

'CBC News,' 'Ma Perkins' Lead Canadian Radio Panel Survey

NATIONAL RADIO PANEL of Canada reports that for September the most popular radio network evening programs were *CBC News* reaching 10% of radio homes, followed by *Our Miss Brooks* with 6% and *CBC News Roundup* with 5%.

Daytime leading network programs were *Ma Perkins* 29%, *Pepper Young's Family* 27%, *Right to Happiness* 25%, *Guiding Light* 25%, and *Road of Life* 22%.

Leading evening French-language network programs in September were *Un Homme et Son Peche* 55%, *Nouvelles Chez-nous* 12%, *Colette et Rolland* 7% and *Le Theatre du Radio Canada* 4%.

Daytime leading French-language network shows were *Jeunesse Doree* 51%, *Rue Principale* 48%, *Francine Louvain* 45%, *Face a la Vie* 38%, and *Tante Lucie* 36%.

Canadian Broadcaster Dies

SEN. PAMPHILE R. DU TREMBLAY, 76, president of *Montreal La Presse* and *La Patrie*, and of CKAC and CHLP Montreal, died in Montreal Oct. 6 after an illness of two weeks. He started CKAC as an affiliate of *Montreal La Presse* in 1921, as Canada's first French-language radio station. CHLP began operations in 1933 as an affiliate of *Montreal La Patrie*.

IN CINCINNATI

There is ONLY ONE
50,000 watt station
Which gives you
BOTH!

Daytime:
The Cincinnati Audience

Nighttime:
The Outside Audience

Ask Us for Facts and Figures

SCHOOLS TO TUNE IN WWDC

WASHINGTON, D. C., schools will turn on their radios tomorrow (Tuesday) morning to WWDC for the ninth annual "Voice of Democracy" contest kickoff. The 15-minute broadcast will feature officials of the local Junior Chamber of Commerce, Board of Education, government, church and the station giving contest rules and promoting maximum participation. WWDC will broadcast contest finals and transcribe winning entry for national finals.

RAILROADS OFFER FREE BOOKLET

FEDERAL transportation policy and recommendations for its revision are the subjects of a new booklet being distributed free by the Assn. of American Railroads, Washington. Titled "Why Not Let Competition Work?", the booklet explains who recommends revision of federal transportation policy and what some of the major revisions recommended are. The booklet is available free upon request to the association, 928 Transportation Bldg., Washington, D. C.

BUS BECOMES TV THEATRE

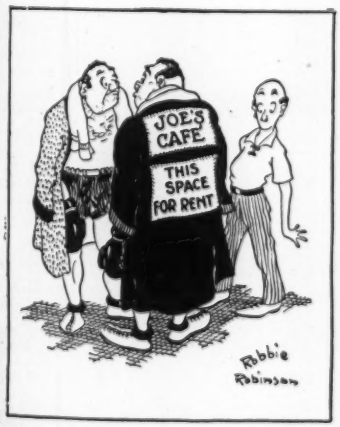
TELEVISION took over in the driver's seat of Indianapolis busses as in several other cities during the World Series. WFBM-TV Indianapolis, with the cooperation of Indianapolis Transit System and RCA set distributors, equipped four stationary busses with tv and invited downtown office workers and shoppers to see the game.

CONVERTS COLOR TO CASH

WLWC (TV) Columbus, Ohio, turned the World Series colorcasts into dollars for the station by inviting 50 clients and agencymen to lunch and see the games in color. Several hundred showed up in the course of the seven games and several left their names on new contracts with the station.

KTRK-TV HANDS-ACROSS-BORDER

KTRK-TV Houston went all-out documenting the Gulf Coast hurricane and backing up coverage with appeals for help to Mexican disaster victims. Jim Whisenant, station news cameraman, spent four days filming the stricken area for a special program, *Tampico Disaster*. The station, claiming an important newsbeat, says INS picked up shots for national circulation. After the broadcast KTRK-TV collected food and clothing donations and cooperated with local fire department, Red Cross and Houston air reservists to fly the collections to Tampico.



"I got the idea from KRIZ Phoenix—it's advertising with a punch!"

Daytime Tv Sells

NEARLY two years ago, Ike Zale and Sam Epstein, partners in the Fabric Center, Sioux City, Iowa, bought a participation in the *Jan Voss Christmas Program* on KVTV (TV) same city at a cost of $30 per week. After 13 weeks on KVTV the firm's sales had increased so much that a twice-weekly daytime program, *It's Fun to Sew*, was purchased. The program is still sponsored by Fabric Center and sales continue to grow.

After the first six months of television, Fabric Center won a national sales contest with a prize of a trip to Bermuda. According to Mr. Zale, entire credit for the sales success is given to KVTV. Last August the store again won a national sales contest, based on percentage of sales gain, which totaled 250% over 1954. The second prize consisted of a new Ford and again television was given credit.

Since their tv success, the two partners have opened two branch stores in the KVTV area and plan to add more.

WTAG REDISCOVERS NEW WORLD

WTAG Worcester, Mass., observed Columbus Day last week with an all-day salute to Latin America. Programs and personalities featured south-of-the-border records, recipes and interviews with Central and South American visitors. Advance promotion included newspaper features and pictures.

HONOR COLUMBUS WITH PIZZA

GIANT pizza pies and pop records by Italian-American artists were showered on listeners by KYW Philadelphia on Columbus Day. The station awarded packets of records to listeners hourly, with winners receiving giant six-foot pizza pies, called the world's largest pizza pie by their creator, Popeye's Pizzeria in Bryn Mawr, Pa. To be eligible for the big stakes listeners addressed postcards to "Columbus, Box 1492," care of KYW.

WEWS (TV) 'OPEN CIRCUIT'

WEWS (TV) Cleveland, Ohio, reversed the usual closed circuit procedure for advertisers and agencies and put an "easy-chair audition" on open circuit one evening, so prospective clients could look over the offering in their own homes. Advertising men were alerted in a station mailing to preview the new daytime *Gene Carroll Song Shop* Oct. 10.

KFAB EXPANDS NEWS REPORTS

KFAB Omaha today (Monday) inaugurates what it says is the first multiple-voice news format in the Middle West. The station is expanding its five-hour daily budget of news to include on-the-spot reports from a staff of specialists. Every major newscast will feature reports from police headquarters, City Hall and regional correspondents wherever the news breaks.

THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI & ARKANSAS WITH A POPULATION OF 2,750,000

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

John E. Pearson Co. Nat'l Rep.

carries the sports load in Northeastern Wisconsin

People in Northeastern Wisconsin like Action
Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

MBS Green Bay, Wis.
WJPG
5,000 WATTS DAYTIME
500 WATTS AT NIGHT
Represented by Joseph McGilvra, Inc.

Station Authorizations, Applications

(As Compiled by B • T)

October 6 through October 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 12

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,767	2,761	175	249	154
Fm	540	520	41	14	3

Tv Summary Through Oct. 12

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	333	103	436
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,010	337	782	564	1,347[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 638 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Boston, Mass.—Herbert Mayer d/b as Ajax Enterprises, uhf ch. 38 (614-620 mc); ERP 251 kw vis., granted 135 kw aur.; ant. height above average terrain 459 ft., above ground 319 ft. Estimated construction cost $404,100, first year operating cost $500,000, first year revenue $200,000. Post office address Richard G. Freeman, P. O. Box 376, Greenwich, Conn. Studio location Boston. Trans. location Dexter Rd., Melrose, Mass. Geographic coordinates 42°, 26', 38" N. Lat., 71°, 02', 30" W. Long. Trans. and ant. RCA. Legal counsel Martin W. Kramer, N. Y. Consulting engineer Adler Communications Labs, New Rochelle, N. Y. Mr. Mayer is former owner of **KPTV (TV) Portland, Ore.; WXEL (TV) Cleveland** and **KCTY (TV) Kansas City.** Granted Oct. 12.

APPLICATIONS

Montrose, Colo.—Western Slope Bcstg. Co., vhf ch. 10 (192-198 mc); ERP 186 w vis., 93 w aur.; ant. height above average terrain minus 91 ft., above ground 88 ft. Estimated construction cost $24,000, first year operating cost $15,000, revenue none. Post office address P. O. Box 30, Grand Junction, Colo. Studio location Grand Junction. Trans. location Montrose. Geographic coordinates 38° 30' 58" N. Lat., 107° 50' 55" W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant, permittee of **KFXJ-TV Grand Junction,** will use the Montrose outlet as satellite. Western Slope is licensee **KFXJ Grand Junction** and Pres. Rex G. Howell is majority owner **KGLN Glenwood Springs, Colo.** Filed Oct. 10.

Roswell, N. M.—Taylor Bcstg. Co., vhf ch. 10 (191.99-197.99); ERP 305 w vis., 65 w aur.; ant. height above average terrain 200 ft., above ground 255 ft. Estimated construction cost $50,767, first year operating cost $138,000, revenue $197,000. Post office address P. O. Box 525, Roswell. Studio and trans. location Roswell. Geographic coordinates 33° 23' 40" N. Lat., 104° 29' 30" W. Long. Trans. Electron Labs, ant. Prodelin. Legal counsel Charles S. Rhyne, Washington. Taylor is licensee of **KBIM Roswell** and permittee of new Las Cruces, N. M., am (see New Am Actions). Filed Oct. 10.

Coos Bay, Ore.—Pacific Television Inc., uhf ch. 16 (482-488 mc); ERP 21.7 kw vis., 11.745 kw aur.; ant. height above average terrain 590.1 ft., above ground 252.45 ft. Estimated construction cost $74,800, first year operating cost $48,000, revenue $48,000. Post Office address % **KVAL-TV, Box 548, Eugene, Ore.** Studio and trans. location Coos Bay. Geographic coordinates 43° 23' 40" N. Lat., 124° 10' 28" W. Long. Trans. RCA, ant. GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Alvin H. Barnard, Eugene. Eugene Television Inc. owns Pacific Television; Eugene Television is licensee of **KVAL-TV** and owns 50% of permittee of **KPIC-TV Roseburg, Ore.** Principals include C. H. **Fisher,** owner radio tower construction firm, 50% partner sales agency, owner **KIHR Hood River, Ore.,** 50% owner **KUMA Pendleton, Ore.** 50% holder of cp for new am at The Dalles, Ore., and has 50% interest in applicant for new am at Gresham, Ore. **Harvey S. Benson,** dir.-asst. sec. **KOIN-TV Portland, Ore.,** and **Lee P. Bishop,** majority owner **KORE Eugene, Ore.** Filed Oct. 12.

Deadwood, S. D.—The Heart of the Black Hills Stations, vhf ch. 5 (76-82 mc); ERP 1.221 kw vis., 735 w aur.; ant. height above average terrain 568 ft., above ground 170 ft. Estimated construction cost $52,993, first year operating cost $78,000, revenue $86,000. Post office address Box 609, Rapid City, S. D. Studio and trans. location Deadwood. Geographic coordinates 44° 22' 34" N. Lat., 103° 42' 30" W. Long. Trans. Gates, ant. RCA. Legal counsel Harry J. Daly, Washington. Applicant is owner of **WRSD Rapid City, S. D.,** and **KDSJ Deadwood.** Filed Oct. 12.

APPLICATIONS AMENDED

Hot Springs, Ark.—Video Independent Theatres Inc. amends application for new tv to change ERP to 155 w vis., 77 w aur. and make ant. changes. Amended Oct. 12.

Clovis, N. M.—Video Independent Theatres Inc. amends application for new tv to change ERP to 234 w vis., 117 w aur. and make ant. changes. Amended Oct. 12.

Elmira, N. Y.—Central New York Bcstg. Corp. amends application re additional financial data and programming, change studio location from "none proposed" to approx. 2 miles outside of Elmira city limits and request waiver of sec. 3.613 of FCC rules. Amended Oct. 7.

Elmira, N. Y.—Triangle Publications Inc. amends application re additional financial data and programming, make ant. changes, change trans. location (no change in description) and request waiver of sec. 3.613 of FCC rules. Ant. height above average terrain 438 ft. Amended Oct. 7.

Lead, S. D.—Black Hills Bcstg. Co. of Rapid City amends application to change ant. height above average terrain to 1,676 ft. and make other enginering changes. Amended Oct. 7.

PETITION

Norfolk - Portsmouth - Newport News, Va.—WLOW Portsmouth, Va., petitions FCC to amend sec. 3.606 of FCC rules to delete ch. 13 from New Bern, N. C., and assign same to Princess Anne, Va., to serve Norfolk-Portsmouth-Newport News area, and substitute ch. 12 for 13, at Arapahoe, N. C. Filed Oct. 7.

Existing Tv Stations . . .

ACTIONS BY FCC

KLEW-TV Lewiston, Idaho—Granted mod. of cp to change trans. and studio location and make ant. changes; ERP: 13.8 kw vis., 6.92 kw aur.; ant. 1,260 ft. Granted Oct. 6; announced Oct. 11.

KQTV (TV) Fort Dodge, Iowa—Granted mod. of cp to change ERP to 170 kw vis., 89.1 kw aur., install DA and make other equipment changes; ant. 630 ft. above average terrain. Granted Oct. 3; announced Oct. 11.

WTVE (TV) Elmira, N. Y.—Granted mod. of cp to change ERP to 7.94 kw vis., 4.27 kw aur., and make ant. changes. Ant. height 1,140 ft. above average terrain. Granted Oct. 7; announced Oct. 11.

KNOX-TV Grand Forks, N. D.—Granted mod. of cp to change ERP to 2.95 kw vis., 1.48 kw aur., make slight change in trans. and studio location (no change in description) and make ant. and equipment changes. Ant. 220 ft. above average terrain. Granted Oct. 6; announced Oct. 11.

WSHA (TV) Sharon, Pa.—Application dismissed by FCC in view of action 8-31-55 revoking cp. Dismissed Oct. 6.

APPLICATIONS

WSAV-TV Savannah, Ga.—Seeks mod. of cp to change ERP to 32.7 kw vis., 16.3 kw aur. and make equipment changes. Ant. height above average terrain 369 ft. Filed Oct. 7.

WDSU-TV New Orleans, La.—Seeks cp to change trans. location to Tournefort St., between Celestine and Josephine, New Orleans, La., and make equipment changes. Ant. height above average terrain 932 ft. Filed Oct. 10.

KGGM-TV Albuquerque, N. M.—Seeks mod. of cp to change ERP to 7.62 kw vis., 3.81 kw aur. and install DA system. Ant. height above average terrain 4,180 ft. Filed Oct. 12.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp to change ERP to 7.9 kw vis., 4.26 kw aur., and

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-3688

make equipment changes. Ant. height above average terrain 1,141 ft. Filed Oct. 7.

WFAA-TV Dallas, Tex.—Seeks mod. of cp to change ERP to 300 kw vis., 150 kw aur., and make ant. and other equipment changes. Ant. height above average terrain 1.685 ft. Filed Oct. 10.

KPAR-TV Sweetwater, Tex.—Seeks mod. of cp to change trans.-studio location to north of U. S. 80, five miles east of city limits, near Sweetwater, change ERP to 26.2 kw vis., 13.1 kw aur. and make ant. changes. Ant. height above average terrain 603 ft. Filed Oct. 12.

APPLICATION AMENDED

WTVH (TV) Peoria, Ill.—Amends application to change ERP to 188.4 kw vis., 101.6 kw aur., and make further ant. changes. Ant. height above average terrain 608 ft. Amended Oct. 10.

CALL LETTERS ASSIGNED

KTVR (TV) Denver, Colo.—Eugene P. O'Fallon Inc., ch. 9. Changed from KFEL-TV.

WPHD (TV) Philadelphia, Pa.—Ajax Enterprises, ch. 23.

WIPR-TV San Juan, Puerto Rico—Dept. of Education of Puerto Rico, ch. 6. Changed from WUTV (TV).

New Am Stations . . .

ACTIONS BY FCC

Lancaster, Calif.—Brocaw Bcstg. Co. granted 1380 kc, 1 kw DA-D. Post office address 3118 Gaverna Drive, Bakersfield, Calif. Estimated construction cost $24,666, first year operating cost $75,000, revenue $90,000. Principals are **Harold J. Brown** (80%), 51% owner **KBIS Bakersfield**, and **John J. Cawley** (20%), physician. Granted Oct. 5; announced Oct. 6.

Canton, Ga.—Christian & McClure granted 1290 kc, 1 kw D. Post office address P. O. Box 1388, Athens, Ga. Estimated construction cost $14,750, first year operating cost $40,000, revenue $50,000. **L. H. Christian** is pres.-gen. manager-52% stockholder **WRFC Athens, Ga.**, and 45% owner **WGBA Columbus, Ga. C. A. McClure** is 36¼% owner WRFC and 45.7% owner WGBA. Granted Oct. 5; announced Oct. 6.

Sylvania, Ga.—Sylvania Bcstg. Co. granted 1490 kc, 250 w unl. Post office address P. O. Box 146 Statesboro, Ga. Estimated construction cost $12,769, first year operating cost $26,000, revenue $36,000. Principal **Robert H. Thompson Sr.** is owner **WWNS Statesboro.** Granted Oct. 12.

Las Cruces, N. M.—Taylor Bcstg. Co. granted 570 kc, 1 kw D. Post office address P. O. Box 525, Roswell, N. M. Estimated construction cost $34,699.23, first year operating cost $48,000, revenue $60,000. Principals include Pres.-Treas. **William C. Taylor** (50%), 50% owner **KBIM Roswell, N. M.**, Vice Pres. **Gene Reischman** (20%), 27.3% owner **KBIM**; Sec. **Homer Glover** (15%), 5.7% owner **KBIM** and **J. Raymond Harris** (15%), 5.7% owner **KBIM.** (See New Tv Applications.) Granted Oct. 5; announced Oct. 6.

Saugerties, N. Y.—Skylark Corp. granted 920 kc, 1 kw DA-D. Post office address Box 3, Mount Marion, N. Y. Estimated construction cost $35,441, first year operating cost $47,000, revenue $67,000. Principals include **Richard N. Ward** (8.2%), technician, **WRGB-TV Schenectady, N. Y.**; **John P. Lynker** (61%), employe at **WVNJ Newark, N. J.**; **Frank Campochiaro** (7.5%), attorney, and **Richard N. Horan** (12.5%), **WGY Schenectady** employe. Granted Oct. 5; announced Oct. 6.

Milton, Pa.—Williamsport Radio Bcstg. Assoc. Inc. granted **(WWPA Williamsport, Pa.)**, 1380 kc, 1 kw D. Post office address 330 Government Place, Williamsport. Estimated construction cost $21,655, first year operating cost $46,500, revenue $52,000. Principals include Pres. **Harry J. W. Kiessling** (32%); Vice Pres.-Treas. **William P. Wilson** (25.4%); Vice Pres. **George R. Lamade** (10.7%); Sec. **Woodrow Ott** (8%), and five others. Granted Oct. 5; announced Oct. 6.

Weatherford, Tex. — Weatherford Bcstg. Co. granted 1220 kc, 250 w D. Post office address 1099 Waterford Dr., Dallas, Tex. Estimated construction cost $15,926, first year operating cost $42,000, revenue $48,000. Equal partners are **Edward E. McLemore**, wrestling promoter, and **Roy Thomas Gibson**, sales manager of **KRLD Dallas, Tex.** FCC conditioned grant so Mr. Gibson must divest himself of any interest in or connection with KRLD before program tests are authorized. Granted Oct. 12.

Anacortes, Wash.—Skagit Bcstg. Co. granted 1340 kc, 250 w unl. Post office address 904 Commercial Ave., Anacortes. Estimated construction cost $18,500, first year operating cost $45,000, revenue $50,000. Principals in equal partnership are **C. H. Fisher**, owner of **KIHR Hood River, Ore.**, and ½ owner **KVAL-TV Eugene, Ore.**, and his wife **Edna E. Fisher.** Mr. & Mrs. Fisher are equal partners in **KDLS The Dalles, KUMA Pendleton** and have applied for new am at Gresham, all Ore. Granted Oct. 5; announced Oct. 6.

Othello, Wash.—Othello Radio granted 1450 kc, 100 w unl. Post office address 10426 N.E. 15th, Bellevue, Wash. Estimated construction cost $16,450, first year operating cost $30,000, revenue $40,000. **K. B. Brownlow** (75%) is 4% owner **KBAR Burley, Idaho. R. E. Pollock** is 14% owner of **KAYO Seattle, Wash.** Granted Oct. 12.

Aguadilla, Puerto Rico — Jaicoa Bcstg. Corp. granted 1340 kc, 250 w unl. Post office address 17 Progreso St., Aguadilla. Estimated construction cost $9,885.55, first year operating cost $24,000, revenue $30,000. Principals are Pres. **Guillermo Ramos Ferreri** (65%), civil engineer, Sec. **Celia Jimenez de Ramos** (23%), housewife, and Treas. **Emilia Ferreri de Ramos** (12%), housewife. Granted Oct. 12.

APPLICATIONS

Groton, Conn.—Lawrence A. Reilly and James L. Spates, 980 kc, 1 kw D. Post office address 1 Park Dr., W. Springfield, Mass. Estimated construction cost $19,230, first year operating cost $50,000, revenue $60,000. **Mr. Reilly** (50%) is president, station manager and 38% owner **WTXL West Springfield. Mr. Spates** (50%) is treasurer, operations manager and 22% owner WTXL. Filed Oct. 10.

Lakeland, Fla.—Polk Radio Inc., 1330 kc, 1 kw D. Post office address Kentucky Bldg., Lakeland. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include Pres. **W. H. Martin** (96.6%), 52% owner **WMEN Tallahassee, Fla.**, and **Annie Lou Martin** (1.6%) (Mr. Martin's sister), 2% owner **WMEN.** Filed Oct. 7.

St. Petersburg Beach, Fla.—Holiday Isles Bcstg. Co., 1590 kc, 1 kw D. Post office address P. O. Box 62e7, St. Petersburg Beach. Estimated construction cost $30,345, first year operating cost $36,000, revenue $45,000. Applicant is wholly-owned by Edmund A. Spence, semi-retired, managing private investments. Filed Oct. 12.

Winter Haven, Fla.—Coastal Broadcasting Co., 1320 kc, 500 w D. Post office address P. O. Box 2038, Lakeland, Fla. Estimated construction cost $12,800, first year operating cost $45,000, revenue $55,000. Applicant is licensee of **WONN Lakeland, Fla.** Coastal principals **Duane F. McConnell** and **Robert S. Taylor,** each own 49% of Redland Bcstg. Co., applicant for new am in Homestead, Fla. Filed Oct. 6.

Marysville, Kan.—W W Broadcasting Co., 1570 kc, 250 w D. Post office address Box 144, York, Neb. Estimated construction cost $9,344.01, first year operating cost $36,418, revenue $44,029. Principals in equal partnership are Pres. **William C. Whitlock,** formerly 24% owner **KAWL York, Neb.**, Treas. **Betty Rae Whitlock,** Vice Pres. **John W. Wilkins,** and Sec. **Donna G. Wilkins,** the latter three holding no broadcast interests. Filed Oct. 7.

Baton Rouge, La.—Vox Inc., 1540 kc, 1 kw D. Post office address 206 Texas Eastern Bldg., Shreveport, La. Estimated construction cost $27,081.16, first year operating cost $36,000, revenue $48,000. Principals all have interests in Twin City Bcstg. Co., applicant for cp for Shreveport, 1300 kc, 1 kw. Stockholder **J. E. Wharton** is **KJOE Shreveport** chief engineer. No individual holds controlling interest. Filed Oct. 6.

Munising, Mich. — Munising-Alger Bcstg. Co., 1400 kc, 250 w unl. Post office address P. O. Box 30, Munising. Estimated construction cost $15,477.99, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are **Charles Symon,** part owner Munising News Co., **Stanley L. Sadak,** part owner Munising News Co., and **Richard E. Hunt,** 79% owner **WPTW Piqua, Ohio,** and 100% owner **WCBY Cheboygan, Mich.**, with application pending for Cheboygan ch. 4. Filed Oct. 10.

Babylon, N. Y.—Babylon-Bay Shore Bcstg. Corp., 1440 kc, 500 w D. Post office address 16 Fire Island Ave., Babylon. Estimated construction cost $35,530, first year operating cost $66,800, revenue $77,600. Principals are Pres. **Sol Horenstein,** attorney, holding all voting stock, Vice Pres. **Samuel T. Herstone,** physician, and Sec. **Mortimer Katz,** attorney. Principals are applying for Babylon fm station (see New Fm Stations Application). Filed Oct. 12.

Bridgehampton, N. Y.. — The Thames Bcstg. Corp., 980 kc, 500 w D. Post office address 281 State St., New London, Conn. Estimated construction cost $16,185, first year operating cost $29,500, revenue $34,000. Applicant is licensee **WNLC New London, Conn.** and holds cp for **WNLC-TV New London.** Filed Oct. 12.

Waynesburg, Pa.—Commonwealth Broadcasters Inc., 1580 kc, 250 w D. Post office address Waynesburg. Estimated construction cost $13,467.16, first year operating cost $3,950, revenue $4,700. Principals include Pres.-Treas. **John S. Booth** (45%), 50% owner **WTVE (TV) Elmira, N. Y.**, owner of **WMLP Milton, Pa.**, pres.-treas. **WTOW Towson, Md.**, vice pres.-gen. manager-33% owner **WCHA-AM-FM Chambersburg, Pa.**, and applicant for new fm, Milton; Vice Pres.-Sec. **Earl P. Strine** (10%), WCHA manager, and attorney **Harry Daly** (45%), stockholder in **WOKE Oak Ridge, Tenn., WMLV Milleville, N. J.**, and **WTOW Towson, Md.** Filed Oct. 6.

APPLICATIONS AMENDED

Selma, Ala.—Central Alabama Bcstg. Co. amends application for cp for new am to be operated on 1410 kc, 1 kw D to specify 1570 kc. Amended Oct. 10.

Boise, Idaho—Radio Boise Inc. amends application for cp for new am station to be operated on 740 kc, 250 w D to specify 500 w. Amended Oct. 10.

Existing Am Stations . . .

ACTIONS BY FCC

KONI Phoenix, Ariz.—FCC returned application for cp to make change in ant. structure (mount fm ant.). Deemed unnecessary. Returned Oct. 12.

KBHS Hot Springs, Ark.—Application for cp to change hours from D to unl. using 500 w N and DA-N, dismissed. Dismissed Oct. 10.

KPOL Los Angeles, Calif.—Granted change in operation on 1540 kc, 10 kw, from D to unl., DA-N, with engineering conditions. Granted Oct. 12.

KVFC Cortez, Colo.—Granted increase from 250 w to 1 kw, on 740 kc D. Granted Oct. 12.

WJCD Seymour, Ind.—Granted increase from 500 w to 1 kw operating D on 1390 kc. Granted Oct. 12.

WGMS Bethesda, Md.—Granted mod. of cp to make changes in DA-N; conditions. Granted Oct. 7; announced Oct. 11.

KATZ St. Louis, Mo.—Granted change on 1600 kc from 1 kw D to 1 kw unl. with DA-N; engineering conditions. Granted Oct. 12.

WOHS Shelby, N. C.—Granted change on 730 kc from 250 w D to 1 kw D. Granted Oct. 5; announced Oct. 6.

WJAR Providence, R. I.—Granted change on 920 kc, 5 kw unl., from DA-2 to DA-N; engineering conditions. Granted Oct. 5; announced Oct. 6.

KFAR Fairbanks, Alaska — Granted change from 610 kc, 5 kw unl. to 660 kc, 10 kw unl. Granted Oct. 12.

APPLICATIONS

KDMS El Dorado, Ark.—Seeks cp to increase from 1 kw to 5 kw and change ant.-trans. loca-

Examination Aid

STUDY GUIDE and Reference Material for Commercial Radio Operator Examinations, revised to May 15, 1955, is now available from the Superintendent of Documents, Government Printing Office, Washington, 25, D. C., for 75 cents per copy. FCC does not distribute copies.

The publication contains sample questions, general information and several appendices, one of which includes the Morse Code signals.

tion. Filed Oct. 10.

KWFC Hot Springs, Ark.—Seeks mod. of cp to change trans. location. Filed Oct. 12.

KOCS Ontario, Calif.—Seeks cp to increase from 250 w to 1 kw; change hours from D to unl., install DA-1, change ant.-trans. and studio location and make ant. system changes. Filed Oct. 10.

KOSI Aurora, Colo.—Seeks cp to change hours from D to unl. and power from 5 kw D to 1 kw N, 5 kw D. Filed Oct. 6.

WWDC Washington—Seeks cp to make DA-D pattern changes. Filed Oct. 12.

WPLA Plant City, Fla.—Seeks mod. of cp for change from 1570 kc to 910 kc and make ant. system changes (increase height). Filed Oct. 10.

KBLI Blackfoot, Idaho—Seeks cp to change hours from unl. to D; change from 1490 kc to 690 kc and change power from 250 w to 1 kw. Filed Oct. 10.

KLEW-TV Lewiston, Idaho—Seeks mod. of cp to change trans. location to three miles northwest of Clarkston, 2.5 miles southwest of U. S. 195 near Clarkston, Wash.; change studio location to 1700 block Idaho St., Lewiston, and make changes in ant. Ant. height above average terrain 1,257 ft. Filed Oct. 6.

WLPO LaSalle, Ill.—Seeks cp to increase power from 250 w to 1 kw and install DA-D. Filed Oct. 12.

WGMS Bethesda, Md.—Seeks mod. of cp for changes in nighttime DA. Filed Oct. 6.

WDVM Pocomoke City, Md.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 12.

WHIL Medford, Mass.—Seeks cp to increase power from 1 kw D to 5 kw D. Filed Oct. 12.

WGBB Freeport, N. Y.—Seeks cp to increase power from 100 w to 250 w D and N. Filed Oct. 12.

WDOS Oneonta, N. Y.—Seeks cp to change from 1400 kc to 730 kc; change hours from unl. to D; change power from 250 w to 500 w and change trans. location. Filed Oct. 12.

WHHH Warren, Ohio—Seeks cp to make changes in nighttime DA system. Filed Oct. 10.

KUIN Grants Pass, Ore.—Seeks cp to change from 1340 kc to 1480 kc and increase power from 250 w to 1 kw. Filed Oct. 10.

WWRI West Warwick, R. I.—Seeks mod. of cp to eliminate fm construction from am tower (decrease in ant. height). Filed Oct. 7.

WNVA Norton, Va.—Seeks cp to change from 1050 kc to 1350 kc; increase power from 1 kw to 5 kw D. Filed Oct. 12.

KVAN Vancouver, Wash.—Seeks cp to change from DA-1 to DA-N; change studio location from Portland, Ore., to Vancouver and operate trans. by remote control from new studio while employing non-DA. Filed Oct. 10.

KBYR Anchorage, Alaska—Seeks cp to change from 1240 kc to 1270 kc; increase power from 250 w to 1 kw and make changes in ant. system. Request for waiver of Sec. 1.373 of rules. Filed Oct. 12.

WABA Aguadilla, Puerto Rico—Seeks mod. of cp for decrease in power from 500 w to 250 w. Filed Oct. 6.

APPLICATION RESUBMITTED

WJMC Rice Lake, Wis.—Resubmits application for cp to mount fm ant. on top of am tower (increase height) and make ant. system changes. Resubmitted Oct. 12.

CALL LETTERS ASSIGNED

KMAP Bakersfield, Calif.—**Morris Mindel**, 1490 kc, 250 w unl.

KVHL Homer, La.—**Claiborne Bcstg. Corp.**, 1320 kc, 1 kw D.

WMEG Eau Gallie, Fla.—**Mel-Eau Bcstg. Corp.**, 920 kc, 500 w D.

KZUN Opportunity, Wash.—**The Voice of the Spokane Valley**, 1270 kc, 1 kw D.

WQSN Charleston, S. C.—**Low Country Bcstg. Co.**, 1450 kc, 250 w unl. Changed from WUSN.

New Fm Stations . . .

ACTIONS BY FCC

Mammouth Springs, Ark.—**Radio Station KALM** granted 103.9 mc, 310 w unl. Post office address Robert F. Neathery, **KWPM West Plains, Mo.** Estimated construction cost none (all equipment on hand), first year operating cost $10,800, first year revenue $12,000. Principals include Mr. Neathery, owner of **KALM Thayer, Mo.**, and **KWPM.** Granted Oct. 12.

Dover, Del.—**Delaware State Capital Bcstg. Corp.** granted 94.7 mc, 9.4 kw unl. Post office address **WDOV Danny Road, Dover, Del.** Estimated construction cost $5,750, first year operating cost $6,000, revenue $8,000. Permittee is licensee of **WDOV Dover, Del.** Granted Oct 5; announced Oct. 6.

Milton, Pa.—**John S. Booth** granted 99.3 mc, 340 w unl. Post office address 220 Norland Ave., Chambersburg, Pa. Estimated construction cost $1,250, first year operating cost $1,000, revenue $1,000. For Mr. Booth's interests see Waynesburg, Pa., New Am Stations Applications. Granted Oct. 12.

APPLICATIONS

Newtown, Conn.—**William G. H. Finch**, 94.5 mc, 20 kw unl. Post office address P. O. Box 44, Newtown. Estimated construction cost $12,200, first year operating cost $12,000, revenue $12,000. Mr. Finch is former majority owner **WGFH (FM) New York, N. Y.** Filed Oct. 10.

Babylon, N. Y. — **Babylon-Bay Shore Bcstg. Corp.**, 103.1 mc, 250 w unl. Post office address 16 Fire Island Ave., Babylon. Fm costs will be combined with those for new am in Babylon. For information about principals see New Am Stations Applications. Filed Oct. 12.

Existing Fm Stations . . .

ACTIONS BY FCC

WBTL (FM) Battle Creek, Mich.—Authorization forfeited and call letters deleted. No license application filed. Action of Oct. 12.

WMOH-FM Hamilton, Ohio—Authorization forfeited and call letters deleted. No license renewal application filed. Action of Oct. 12.

APPLICATION

WOPA-FM Oak Park, Ill.—Seeks amendment to change name to Richard Goodman, Mason Loundy, Egmont Sonderling and WOPA Inc., a partnership d/b as Village Bcstg. Co. Filed Oct. 12.

CALL LETTERS ASSIGNED

WHSR-FM Winchester, Mass. — Winchester, Mass. School Dept., 91.9 mc, 10 w.

WPRB (FM) Princeton, N. J.—**Princeton Bcstg. Service**, 103.9 mc, 85 w unl.

Ownership Changes . . .

ACTIONS BY FCC

KVRC Arkadelphia, Ark. — Application for transfer of control to John M. Riggle and William F. Deaton returned to applicant (incomplete). Returned Oct. 12.

KCOK Tulare, Calif.—Granted involuntary assignment of license to **Sheldon Anderson**, debtor in possession, as part of bankruptcy proceeding. No change in ownership. Granted Oct. 7; announced Oct. 11.

WMBM Miami Beach, Fla.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Miami Beach Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WQXI Atlanta, Ga.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Atlanta Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WBGE-AM-FM Atlanta, Ga.—Granted assignment of licenses to Bartell Broadcasters, Inc. for $100,000. **Bartell** principals are **Lee B.** (41.27%); **David B.** (41.67%); **Gerald A.** (16.67%), and **Melvin M.** (.04%). Bartell owns **WOKY Milwaukee, WAPL Appleton** and **WMTV (TV) Madison, all Wis.** Granted Oct. 12.

WTCR Ashland, Ky.—Granted assignment of license to WTCR Inc. Corporate change only; no change in control. Granted Oct. 4; announced Oct. 11.

WLOU Louisville, Ky.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Louisville Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WBCM-AM-FM Bay City, Mich.—Granted assignment of licenses to Michigan Bcstg. Co. for $150,000. Michigan Bcstg. is licensee of **WBCK Battle Creek** and is owned equally by **Robert H.** and **David N. Holmes.** Granted Oct. 12.

WCIN Cincinnati, Ohio—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Cincinnati Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WBAC Cleveland, Tenn.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Cleveland Inc. No change in ownership. Granted Oct. 4; announced Oct. 11.

WBAP-AM-FM-TV Fort Worth, Tex.—Granted involuntary transfer of control to **Amon G. Carter Jr.**, trustee, because of death of Amon G. Carter. Transfer substitutes Mr. Carter Jr. as trustee in voting trust agreement to vote 66⅔% of stock of licensee, Carter Publications Inc. Granted Oct. 12.

APPLICATIONS

WSGN-AM-FM Birmingham, Ala.—Seeks assignment of license to Winston-Salem Bcstg. Co. for 134 months (11 years, 2 months) for a total lease price of $250,000 with option at end of five years to purchase station for $123,500. Descending scale prevails so selling price of station decreases with time. Purchaser is licensee of **WTOB Winston-Salem, N. C.**, and holder of cps for **WTOB-TV Winston-Salem** and **WOTV (TV) Richmond, Va.** Filed Oct. 10.

KBID-TV Fresno, Calif.—Seeks assignment of cp to John Poole Bcstg. Co. Corporate change only; no change in ownership. Filed Oct. 10.

KRKD-AM-FM Los Angeles, Calif.—Seeks assignment of license to Continental Telecasting Corp. for $417,500. Principals include **Richard C. Simonton** (36⅔%), electrical engineer with wired music interests, **Frank Oxarart** (26⅔%), 20% owner **KVOA-AM-TV Tucson, Ariz.**, and 50% owner radio-tv production firm, and **Albert Zugsmith Corp.** (36⅔%), media broker. Filed Oct. 12.

WDBF Delray Beach, Fla.—Seeks transfer of control (90%) to T. K. Cassel & Assoc. for $11,000. Seven equal principals include Pres. **Thompson K. Cassel**, vice pres.-dir., **WCHA-AM-FM-TV Chambersburg, Pa.**, owner **WATS Sayre, Pa.**, managing partner **WTVE (TV) Elmira, N. Y.**, and executive vice pres. **WOND Pleasantville, N. J., Harry J. Daly**, stockholder **WOKE Oak Ridge, Tenn., WMLV Millville, N. J.**, and **WTOW Towson, Md.**, Executive Vice Pres. **Harlan G. Murelle**, pres. **WOND**, Sec.-Treas. **Myron W. LaBarr**, sec-treas. **WOND**, and **Donald Simmons, WOND** director. Filed Oct. 12.

WMIC Monroe, Mich.—Seeks assignment of cp to Radio Station WMIC. Each of three partners contributes $18,000 as initial capital. Principals are brothers **Charles S. McIntyre** (present cp holder), **Brouwer D. McIntyre**, and **William D. McIntyre**, none with other broadcast holdings. Filed Oct. 12.

KHMO Hannibal, Mo.—Seeks assignment of license to Mount Rainier Radio & Television Bcstg. Corp. for $40,000 plus assumption of $42,250 in notes. Mount Rainier is licensee of **KJR Seattle, Wash.** Application has also been filed by Mount Rainier for purchase of **KXL Portland, Ore.** (see below). Principals include **Lincoln Dellar**, 100% owner **KXOA-AM-FM Sacramento, Calif.**, and applicant for new tv at Redding, Calif. Filed Oct. 10.

KBTN Neosho, Mo.—Seeks assignment of license to Neosho Bcstg. Co. for $25,000. Principals with equal interest are Pres. **Floyd W. Jones** 33% owner Ozark Airlines, approx. 15% owner Tucson Rapid Transit Co., part owner **KICK Springfield, Mo.**, and **KLRS Mountain Grove, Mo.**, Vice Pres. **Lester Strauss**, distributor paper and janitor supplies, part owner **KICK** and **KLRS**, Sec. **Roger H. Taylor**, CPA, retail store stockholder, and partner **KICK** and **KLRS**, and Treas. **Lloyd C. McKinney**, owner **KRMO Monett, Mo.**, and **KMDO Fort Scott, Kan.** Filed Oct. 12.

KGCX Sidney, Mont.—Seeks assignment of license to KGCX Inc. Corporate change only; no change in ownership. Filed Oct. 12.

KXL Portland, Ore.—Seeks transfer of control to Mount Rainier Radio & Television Bcstg. Corp. for $450,000. For information about principals see **KHMO Hannibal, Mo.**, application for assignment of license under Ownership Changes Applications. Filed Oct. 10.

KBLP Falfurrias, Tex.—Seeks assignment to Radio Station KBLP Ltd. for $26,000. Principals are **J. W. Stewart**, supermarket owner, and **Bob G. Hicks**, general manager **KVOU Uvalde, Tex.** Filed Oct. 12.

KOPP Ogden, Utah—Seeks transfer of control to KYMA Yuma Inc. for $55,000. Applicant is

(Continued on page 128)

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RADIO

Help Wanted

Managerial

Want working sales manager (am station) with proven selling record who can earn $12,000-$18,000 yearly on salary plus monthly bonus. High degree freedom. Among top half dozen Carolina cities. Our staff knows of this ad. Box 187E, B•T.

Immediate opening for sales manager experience in competitive market. 5 kw, southeast. Salary plus commission. Box 194E, B•T.

Sales manager—assistant manager for Florida network station. The man we're seeking is most likely working in a progressive station "up north" but has dreamed of locating in Florida with a permanent position on one of Florida's finest stations. The man we're after is a worker, not an office man, who knows radio sales and can produce and hold accounts and take charge of entire sales dept. Good salary with incentive bonus. All applications thoroughly investigated for sales records, personal habits, etc. If you qualify and want to settle in Florida, send complete resume, salary requirements and photo, to Box 205E, B•T.

Salesmen

Need experienced, steady radio salesman. Permanent job, southeastern network station in competitive tv market. Excellent opportunity for right man. No floaters. Give full details, minimum salary, and snapshot. Box 908C, B•T.

Florida coastal 5000 watt independent wants experienced sales representative. Potential excellent. Ground floor—20% protected accounts. Box 104E, B•T.

Salesmen or sales managers—we need in some areas good "hard sell" sincere salesmen or sales managers, who have or can handle, hire, train and inspire salesmen. We are offering an outstanding future. We are a successful recognized national company in Illinois bursting at the seams with growth. Box 120E, B•T.

Capable time salesman needed for one of Texas' most progressive independents. Vacancy occurs through staff expansion. Program and copy experience necessary. Full details to Box 125E, B•T.

Experienced salesman wanted for kilowatt independent in rich midwestern market. $400 per month guarantee. 15% commission. Protected account list. Potential $6000 per year and up to hard worker. No local tv or radio competition. Applicant must seek personal interview. Box 184E, B•T.

RADIO

Help Wanted—(Cont'd)

Salesman

10,000 watt net affiliate in southern California wants you. Assured future if you can prove yourself in competitive market. Experience, details, in first letter. Box 189E, B•T.

Experienced radio time salesman. Guarantee $380. Commission. Send experience, photo, references. KCHJ, P.O. Box 262, Delano, California.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. KFRO Longview, Texas.

Excellent station in excellent market needs excellent radio time salesman. Write LaVell Waltman, WAVE Louisville.

WKBH, 5000 watt NBC, LaCrosse, Wisconsin, has opening for experienced radio salesman. Send resume to Robert Z. Morrison, Jr., Sales Manager.

Experienced salesman for Tidewater, Virginia. Above average pay. Permanent connection. Give full details, minimum salary and snapshot to Hal Seville, 6614 Granby Street, Norfolk, Virginia.

Announcers

Experienced combination announcer-engineer southeastern Arkansas. Send tape, full details. Box 934C, B•T.

First phone combo, good voice . . . 5kw Rocky Mountain metropolitan market . . . photo, tape, details immediately to Box 114E, B•T.

Community minded man for news, play-by-play, sales. Box 123E, B•T.

Immediate opening, announcer southern station, need versatile individual, news, sports, pop and H. B. Send background and references, Box 124E, B•T.

Experienced DJ with emcee ability. Enjoys in-person audience. Originate nightly show from remote studio. $85 weekly. 40 hours. Georgia. Send photo, audition, history and references. Box 178E, B•T.

Announcer needed by 5000 watt fulltime regional in North Carolina. Write letter including experience, education and salary requirements. Box 180E, B•T.

Top-flight morning man for radio who would like to do an afternoon show on a full power NBC-TV affiliate. Immediate opening. Salary limited only by ability to produce. Send pic, tape, full history and salary requirements to Box 209E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcer, personality DJ for night shift. At least 5 years experience. In growing market. Good job for right man. Box 217E, B•T.

Experienced announcer that can double in sales or play-by-play. Northeastern California. Letter now . . . tape or interview later. KSUE, Susanville, California.

Expanding company has opening for mature, all around staff man. News, DJ, ad-lib and board experience. Send tape, photo and references or appear in person. WBCK, Battle Creek, Michigan.

Combination announcer-first class engineer. $75 weekly. Send tape, resume, photo. WGTC, Greenville, N. C.

Our night all-request show needs strong personality with sellability. Must handle entire show including on-the-air telephone conversations. No floaters or prima donnas. WINA Charlottesville, Virginia, home of University of Virginia.

Wanted: Staff announcer with ability to help gather and write local news. $60.00 weekly for 40 hours. Contact WLBG, Laurens, South Carolina.

Young announcer for staff and assist with news. Excellent opportunity with kilowatt independent. Apply with tape. WMIX, Mt. Vernon, Illinois.

Wanted immediately . . . experienced morning man, also chief engineer-announcer for night duty, emphasis on engineering. Contact Glenn Slayton, WMPA, Aberdeen, Mississippi.

Announcer-engineer, 1st phone with equipment know-how to do morning show. WTTR, Westminister, Maryland. Phone: 1170.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

Wanted: Chief engineer with first phone ticket and know-how, prefer single man with auto. Must be willing to work short hours and good pay. With 5000 watt independent daytime station. Box 188E, B•T.

Chief engineer—experienced in remote control transmitter. 5 kw southeastern station. Send resume and salary expected. Box 195E, B•T.

Engineer wanted—first class license—car required. Box 211E, B•T.

Chief engineer for 250 watt. Must also announce. Apply Radio Station KDWT, Stamford, Texas.

Chief engineer-announcer — new beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Chief engineer with first class license. Experienced in 10 kw operation. Pay $300 monthly with home on premises. WPRA Mayagues, Puerto Rico.

Engineer, contact Edwin Kennedy, 920 King, Wilmington, Delaware.

Programming-Production, Others

Copywriter—male or female—NBC station, southeast. Good salary for experienced or well trained writer. Picture complete details, and samples first letter. Box 115E, B•T.

Assistant news editor for major midwestern 50,000 watt radio station. Pay and working conditions good. Send tape and resume to Box 197E, B•T.

Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box 212E, B•T.

Copywriter, male or female. Network station. Experience necessary. Rush all data including salary requirements, background, availability and photo. Contact R. W. Phillips, WSGW, Saginaw, Michigan.

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Managerial

Experienced radio manager and sales manager wishes to relocate in west, southwest or southeast due to children's health. Background includes all phases of management and sales in a major market regional station with billings exceeding $500,000. Work resume available showing sales increases and growth enjoyed by operation during my present employment. Well versed in presentation preparation, sales organization and use of RAB materials. Both large supermarket chain and department store successes. As director and treasurer, well acquainted with all managerial problems. Willing to invest money or work on an incentive basis. Best of references. Age 39, three children. College graduate. Box 916C, B•T.

Salesmen

Thoroughly experienced time salesman-announcer available November 1! Prefer relocate southwest but will consider anything. Strong sales; good newsman, play-by-play; man on street, etc. Forced relocate account station sale. Present employer recommends strongly. Tell all. Box 177E, B•T.

Salesman—announcer, radio-tv, details by mail, interview if possible. Box 215E, B•T.

Seeking initial position. Radio or tv salesman. 25, recent college graduate, radio-tv major. Experience: 4 months tv floor directing and two years on student operated training station. Plenty of drive and enthusiasm. Locate anywhere. Dan Chamberlin, 3301 Pacific Avenue, Apt. 1, Stockton, California, % Mr. Hyman.

Announcers

Mr. Station Manager. Here's announcer, 25, single, has and can handle announcing, news, write commercials—1st phone. Welcomes chance to handle time selling. Travel, tape, resume available. Box 156E, B•T.

Good air-salesman—news (no engineer) offers only—no tapes. Box 176E, B•T.

Announcer, experienced—do top-notch job DJ, staff. Employed, wish relocation. Box 186E, B•T.

Deejay, 3 months experience. Midwestern graduate, 18. Only 250-500 watters within 500 miles Chicago. Box 198E, B•T.

Probable ulcers—can cure yours with experienced—in all phases—staff and/or personality announcer. Mine with bigger market. Tape, photo. Box 207E, B•T.

Girl DJ—experienced in all phases of broadcasting, including control board operations, womens features, commercial writing—prefers east. Box 218E, B•T.

Ten years radio-television. Degree, family, veteran. Want job with a sales future. Available immediately. Box 221E, B•T.

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Announcer, DJ, recent grad., good potential, willing to work hard, learn. Tape. Resume on request. Box 229E, B•T.

Staff announcer. Veteran, married. Recent broadcasting school graduate. Will travel. Box 231E, B•T.

Announcer—recent grad. radio school—single—willing to travel. Hard worker, tape, resume available. Box 232E, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape. Resume. Box 233E, B•T.

Want personality DJ with a "different voice" I'm your man—young hard worker, extremely reliable. Box 234E, B•T.

Singing DJ, variety man, strong on news, experienced, prefer night work. Box 236E, B•T.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. William Altiere, 2424 N. Lowell, Chicago, Ill.

Announcer—31 years old. Midwestern graduate. Married. 3rd class ticket. Middlewest preferred. References. Write continuity. Strong on news and DJ shows—$60.00 minimum start. Tape, photo, resume on request. C. W. Buchanan, 3317 N. Karlove, Chicago 41, Illinois. Telephone: PE 6-4069.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. Nick Celozzi, 3133 W. Lexington Street, Chicago, Ill.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer. Prefers northeast. Young, single, draft exempt. Charlie Doll, Station WMIT Marion, N. C.

Experienced basketball announcer. Write Bill Garvey, YMCA, Green Bay, Wisconsin.

Combination play-by-play and sales, write Bill Garvey, YMCA, Green Bay, Wisconsin.

Staff announcer, small station, middle Atlantic states. Heavy news, commercials. No telephone. James I. Moran, 1061 Mayfair Road, Union, New Jersey.

Staff announcer—Broadcasting school graduate. Board DJ. Bill Parker, 2219 N. Parkside, Chicago Ill. Bershire 7-6721.

Excellent staff announcer, versatile, light experience, ambitious, prefers small station. Paul Phillips, 132-18 87th Street, Ozone Park 17, N. Y.

Announcer, 3 months experience, Midwestern graduate, 18. Midwest only. Jim Roggentine, Lisle, Illinois.

Negro announcer—DJ—ideas . . . trained voice . . . married—sober—reliable . . . some experience—tape—resume, available immediately. Consider all offers. Leonard Willoughby, 17 Herkimer Street, Brooklyn, N. Y.

DJ and MC. 8 years experience, strong ad-lib commercials, audio and video . . . currently WEEK-AM-TV, Peoria, Illinois.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75. Box 1208, Stewartville, Minnesota. Phone: 5791.

Technical

Chief engineer with experience in sales and traffic, married, prefer midwest. Box 183E, B•T.

Chief engineer—good practical experience construction-maintenance-directional's and measurements. Box 196E, B•T.

Radio-television, four years, transmitter engineer. 1st class license, car. Box 227E, B•T.

Straight engineering job. Have two years schooling. One year engineer-announcer in radio station. Three years experience on all types transmitters in Navy. Midwest preferred. Call 4-6315 or write Earl Sundbye, Gardner, Kansas.

Programming-Production, Others

Program director desires change. Three years experience in directing, announcing and producing. Box 133E, B•T.

Young woman, seven years experience as radio copywriter, desires position with future in competitive market. Will consider tv or agency. $100 weekly. Presently employed. Box 213E, B•T.

Thoroughly experienced newsman. TV and radio. Box 225E, B•T.

News department for hire. Top two-man team fully experienced to cover any metropolitan-regional area. Write and broadcast own material. Tapes of people in local news. $300 per week total. Box 226E, B•T.

TELEVISION

Help Wanted

Managerial

Regional sales manager wanted. Nationally known tv antenna manufacturer has opening in various territories for experienced applicant. Knowledge of distributors essential. Salary and incentive. Box 182E, B•T.

Assistant research director, N. Y. C. Knowledge ratings, coverage, marketing. Sales minded. College graduate, under 35. Agency and/or radio-tv experience. $7,000. Reply Box B•T, 280, 221 W. 41st Street, New York 21, N. Y.

Salesmen

Woman who likes money interested in job selling and/or woman's director of radio or tv station. Prefer southeast or southwest. Box 105E, B•T.

Announcers

Tv announcer: Good announcer with ability to handle farm news in rural market in midwest. Also for other announcing duties. Good starting salary. Send photo, references and resume to Box 107E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Opening for experienced announcer-director, vhf television, medium sized city. Box 201E, B•T.

Disc jockey, here's a chance to break into tv. One of the midwest's top network radio and tv operations needs personalities with voice and drive. Work radio shifts plus tv. Send pic, tape, full history and salary requirements to Box 210E, B•T.

Technical

Television maintenance and operating engineer for southeastern station. Want steady permanent man, preferably married. Reply including minimum salary desired. Box 903C, B•T.

Southeastern vhf tv station needs experienced first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 191E, B•T.

Opening for experienced studio engineer vhf television, medium sized city. Box 200E, B•T.

Chief engineer for new medium powered tv station. Reply to include experience resume and salary desired. Write Technical Director, KNOX-TV, Grand Forks, North Dakota.

Tv transmitter operator. High power experienced desirable. Send complete information. Include recent photo, and wage expected. KFEL-TV, 550 Lincoln, Denver.

Tv engineer, familiar with RCA microwave. Good position, excellent chance for advancement. WHIS-TV, Bluefield, West Virginia.

Maximum power Channel 2 station needs transmitter supervisor. Must have complete knowledge of maintenance and operation of General Electric transmitter equipment TT10A and TF3A. Address reply to Inter-American Publications, Inc., 41 East 42nd Street, New York 17, New York.

Programming-Production, Others

Applicants will be considered for program director for medium sized city vhf station. Box 203E, B•T.

(Continued on next page)

Stations for Sale

Profitable local in *Southwestern* metropolitan market, $100,000.

★ ★ ★

Mid South unit operation in single station market showing small profit after depreciation, manager's salary, directors' fees. $45,000.

★ ★ ★

Competitive, growing *Carolina* community. $39,000.

CALL

PAUL H. CHAPMAN

RADIO AND TELEVISION STATION BROKER

84 PEACHTREE STREET, N. W.

ATLANTA, GEORGIA

LAMAR 2036

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

KSBW-TV, a three network station serving Monterey Bay—Salinas Valley in California is interested in all-around, good program director. Compatable with small staff or versatile people. Must know how to run camera and teach others. Be good on camera announcer. Know film. Good writer. Know short cuts. Be versatile and patient and like smaller market. If interested, call or wire.

Continuity writer for television. Tv experience not necessary, must have radio background. Position available immediately. Write J. W. Kelin, Jr., WTVO-TV, P. O. Box 470, Rockford, Illinois.

Situations Wanted

Managerial

Tv executive, youthful, energetic. Offering you rare thirteen year background all phases of tv. Ready for tough but rewarding assignment as general manager, program manager or similar. Top local and network experience, top references, top man. Box 223E, B•T.

Salesmen

Aggressive young salesman seeks challenging opportunity in television-radio sales. Experienced. College graduate. Box 208E, B•T.

Announcers

Tv-radio staff announcer. 8 years radio, 21 months tv. On camera commercials. Single, veteran. Prefer midwest. Box 110E, B•T.

Announcer, 8 years radio, 2 as program director. Desire tv opportunity. Willing to double in brass. Married, family man. Box 199E, B•T.

Announcer-sportscaster, versatile, experienced all phases. Married, 28, desire to relocate in midwest. Seven years radio, two years tv. Box 219E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 134E, B•T.

Director, assistant director, floorman, six months experience, bachelor science communications. Box 185E, B•T.

Production manager—assistant production manager with large pioneer tv operation desires change. Seven years television experience. Radio background. Might accept producer position with right offer. Box 193E, B•T.

Experienced tv-direction-camera-floor-announce (classical music) currently in northeast, will relocate. Box 206E, B•T.

Tv producer-director—3 years New York agency network tv, 2 years senior tv director top independent station. Brochure and references upon request. Box 214E, B•T.

Canadian college grad. Four years television experience in Canada, Government, private. Editing, camera, lighting, news, writer, general programming, photography. What am I offered? Box 216E, B•T.

Cameraman, married. 2 years experience. All studio operations. Seeking production opportunity. References. Box 230E, B•T.

FOR SALE

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

FOR SALE

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

For sale—one type 70-C2 RCA turntable original black and grey finish, in first class condition—$225.00. Box 181E, B•T.

Jack strips. Patch cords. Daven v.u. meter. Attenuators. Equalizer, etc. Write for list. Box 190E, B•T.

New unused Magnecorders display models guaranteed perfect. One each PT6GAH, PT6VAHP, PT6VAH, and PT6VH 30% discount. Box 192E, B•T.

For sale: No. 10 copper wire sufficient for ground system. Phone KDJI, 40, Holbrook, Arizona.

For sale. One RCA TG 10A field sync generator less than 100 hours use. Make reasonable offer. Contact Bill Hargan, KSBW-TV, Salinas, Calif.

1 RCA—250 K transmitter. 1 composite 250 watt transmitter. 1 RCA antenna unit-type AZ-4283. 1 Blaw Knox tower—150'. Also miscellaneous items—all in good condition and in operation up to several weeks ago. No reasonable offer refused. WDAS Broadcasting, Belmont Avenue and Edgely Road, Philadelphia 31, Pa.

Several Sagmo capicitors—I have .0001-10M, .0002-20M, and .002-10M. I need four .00025-25-30 or 35-M. 3 kw fm transmitter Federal telephones with antenna and coax—cost $17,000.00 will take $4500.00. Write WETO Radio Station, Box 937, Gadsden, Alabama.

Gates 500 watt transmitter 1 year old, like new, $2800. WFAR, Farrell, Pa.

Western Electric fm antenna for sale. A real buy. WHOS, Box 1127, Decatur, Alabama.

Three used RCA 44BX velocity microphones with desk stands—good condition—WIEL, Elizabethtown, Kentucky.

Western Electric RD100 10x6 switching console, new. Dual pre-set. Original price $23,000. Last one sold for $4500. Make offer. Must be sold immediately even at loss. O'Brien Electric, 6814 Santa Monica, Hollywood, California.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N.W. 21st Avenue, Portland, Oregon • CA 2-7346

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced broadcaster wants to purchase good radio station in substantial western market which I will operate myself. Station need not be profitable if potential exists. Write Box 161E, B•T giving preliminary details so I can plan to visit your station soon. I am not a broker.

Will buy or lease small or medium market am station. Have excellent record, and ready to take immediate action. Prefer southern market. Box 175E, B•T.

Equipment

Wanted—5 to 10 kw fm transmitter with monitor line and raditator. Box 966C, B•T.

Urgent: Bell "Cub-corder" or it's equiv. Model 2260, 7½ ips required but prefer 2 speed. Used, good condition. Box 179E, B•T.

Desire used television equipment including monitors, synch generator, film chain, etc. Box 204E, B•T.

Will purchase or lease complete television package for uhf channel 30. Send complete details to Box 222E, B•T.

One—8 bay side mounted fm antenna. Write Mr. Hugh Koeth, 2567 North 49th Street, Milwaukee, Wisconsin.

An excellent late model used studio console. Write particulars. Box 730, St. Petersburg, Florida.

Wanted: Rings only or complete Collins fm antenna, any number of rings sections. Martin Williams, 7401 East 13th Street, Indianapolis, Indiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Managerial

MANAGER AUDIO SALES

Broadcast equipment manufacturer requires sales-minded audio engineer to head Audio Sales Department. This is a very important, high-level, salaried position administering entire audio sales program. Includes sales engineering, product planning, in addition to acting as liaison between customer and Engineering and Production Departments. Only occasional travel to assist field sales force.

Send full details with photo to Personnel Manager, Gates Radio Company, Quincy, Illinois.

Salesman

SALES ENGINEER

Leader in AM broadcast equipment field requires aggressive sales engineer to travel in southeast territory. Preference to be given to man now living in or familiar with radio stations in Florida and southern Georgia. This is a salaried position with increased remuneration for more sales.

Send full details with photo to Personnel Director, Gates Radio Company, Quincy, Illinois.

RADIO

Help Wanted—(Cont'd)

Communication Transmitter Engineer

Immediate opening in expanding engineering department for man with manufacturing experience in communication transmitters. Complete employee benefits. Salary open. Send full details with photo to Personnel Manager, Gates Radio Company, Quincy, Illinois.

Programming-Production, Others

BOOKKEEPER
Radio and TV Station
CALIFORNIA

If you are an experienced radio and television bookkeeper (woman preferred), thorough knowledge of all details with good typing ability, etc., write all details (include photo); ideal market and living conditions.

KSBW-TV
Salinas, California

Situations Wanted

Managerial

CONFIDENTIAL

Well known broadcaster with top-rated sales record wishes to relocate with progressive operation. Can produce first rate sales and low operating costs. Have thorough knowledge of the industry (both Radio and Television)—Agency—Buying—Construction, etc. All replies will be held in strict confidence.

Box 237E, B•T

TELEVISION

Help Wanted

Salesmen

THREE TV TIME SALESMEN

Salesmen required for a low band V H F in a sizable midwest market on a new independent station with top programming. Only salesmen with a proven TV record need apply. State salary and commission desired. This is a real opportunity.

Box 220E, B•T

TELEVISION

Help Wanted—(Cont'd)

TV SYSTEMS ENGINEER

Immediate opening in expanding engineering department for man with manufacturing experience in TV systems engineering. Complete employee benefits. Salary open. Send full details with photo to Personnel Manager, Gates Radio Company, Quincy, Illinois.

FOR SALE

T-V EQUIPMENT FOR SALE!

All General Electric: Line monitor, control console and mixing equipment .....$ 4,105
Film Camera Channel, complete $11,500
16 MM. Projector .....$ 4,700
Slide Projector .....$ 2,750
2 G-E Power Supplies ..$ 1,360
Also: Dumitter .....$ 550

Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

SELL OR LEASE

Experienced operator wants to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.

Box 932C, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write . . .

PAULIN-NEWHOUSE SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

(Continued from page 122)

licensee of **KYMA Yuma, Ariz.** Treas. **George R. Cook** owns 25% of **KOY Phoenix, Ariz.**, and has minority interest in **WLS Chicago.** Vice Pres. **John L. Hogg** is 25% owner **KOY. Glenn Snyder** is 25% owner **KOY** and minority stockholder **WLS** and 25% owner **WINN Louisville, Ky.** Sec. **John R. Williams** is 25% owner **KOY, Robert K. Hansen** and **Roger D. Thomsen** are salesmen for, respectively, **KIVA-TV Yuma** and **WDLB Marshfield, Wis.** Filed Oct. 6.

Hearing Cases . . .

FINAL DECISION

KBIG Avalon, Calif.—FCC removed from hearing docket and granted application of John H. Poole, tr/as John Poole Bcstg. Co., for license to cover cp for **KBIG** on 740 kc, 10 kw D with DA and terminated hearing on same. Dismissed as moot Oct. 5, 1953, petition and supplement thereto by CBS. Action Oct. 5; announced Oct. 6.

OTHER ACTIONS

KPLN Camden, Ark.—Oct. 12 FCC denied petion of **KAMD Camden, Ark.**, protestant, to amend order designating for hearing application of Leo Howard, tr/as Mid-South Bcstg. Co., to assign cp for **KPLN Camden** to D. R. James to shift from protestant to applicant burden of proof with respect to certain issues and to enlarge Issue No. 9 to include determination as to whether order should be issued to show cause why cp should not be revoked; also denied **KAMD**'s motion to produce evidence by allowing it to inspect report of Commission field investigation of **KPLN.**

WSUX Seaford, Del.—FCC designated for hearing application to increase power from 500 w to 1 kw on 1280 kc D; made **WHVR Hanover, Pa.**, party to proceeding. Action Oct. 12.

Twin Falls, Idaho—Magic Valley Television Corp. is being advised that application for new tv to operate on ch. 13 indicates necessity of hearing. Action Oct. 12.

WEW St. Louis, Mo.—Oct. 12 FCC on protest filed by Belleville Bcstg. Co. (WIBV) Belleville, Ill., ordered effective immediately postponement of effective date of grant made Aug. 19 to The Barrington Co. (WEW), to change ant., trans. and studio locations, operate trans. by remote control and designated application for oral argument on Nov. 14.

Reno, Nev.—Nevada Radio-Television Inc. is being advised that application to construct tv intercity relay system between Sacramento and/or San Francisco, Calif., and Reno, to relay programs to its station, ch. 8 KZTV (TV), indicates necessity of hearing. Action Oct. 12.

WNIA Cheektowaga, N. Y.—Oct. 12 FCC denied Sept. 26 petition by Niagara Bcstg. System that Commission reconsider its action of June 1 in designating for hearing Niagara's application for extension of time to construct **WNIA** and to grant same without hearing.

Painesville, Ohio-Ambridge-Tarentum, Pa. — Oct. 5 FCC, on petition by Somerset Bcstg. Co., applicant for new am to operate on 1460 kc, 500 w D in Painesville, severed said application from proceeding on applications of Miners Bcstg. Service Inc., Ambridge, Pa., and Louis Rosenberg, Tarentum, also seeking new ams on 1460 kc; retained in hearing docket Somerset application but substituted new issues; deleted present issue 3 (a) but retained remaining issues in consolidated proceeding on Miners and Rosenberg applications. Announced Oct. 6.

KGEO-TV Enid, Okla.—Oct. 12 FCC approved participation by Republic Television Radio Co. **(KTVQ [TV]) Oklahoma City, Okla.**, in hearing on application of Streets Electronics Inc. for mod. of cp of **KGEO-TV Enid** (ch. 5) with respect to Issue No. 1 (air hazard issue); denied Republic's petition for review in other respects.

Levittown-Fairless Hills, Pa.—Oct. 12 FCC denied petition by Mercer Bcstg. Co., Trenton, N. J., for review of examiner's ruling admitting in evidence exhibit showing interference based on certain field intensity measurements in proceeding on Mercer's application and Drew J. T. O'Keefe, Jack J. Dash, and William F. Waterbury, Levittown-Fairless Hills, Pa., for new am stations.

WKPA New Kensington, Pa. — Oct. 12 FCC granted motion of Allegheny-Kiski Bcstg. Co. insofar as to enlarge issues on its application to increase power of **WKPA New Kensington** on 1150 kc D, from 250 w to 1 kw DA and placed upon **WWVA Wheeling, W. Va.**, intervenor, burden of proceeding with introduction of evidence on Issue 4; denied petition in other respects.

College Station, Tex.—FCC asked for comments by Nov. 7 to petition by John H. Lawrence III, individually and as trustee for W. C. Mitchell, Frank Seale, G. S. Parker, Brazos A. Varisco, and John M. Lawrence, all of Brazos County, Tex., requesting removal of educational reservation on ch. 3 at College Station and making it available jointly by both Bryan, Tex., and College Station for commercial use and that either ch. 48, now assigned to College Station, or ch. 54, now assigned to Bryan, be reserved for educational use instead of ch. 3. There has been no application for latter channel at College Station for educational use. Announced Oct. 6.

Muleshoe, Tex.—Oct. 5 FCC, in proceeding involving applications of Blackwater Valley Broadcasters and Muleshoe Bcstg. Co. for new am to operate on 1570 kc, 250 w D at Muleshoe, (1) denied Blackwater petition for review of examiner's order permitting amendment of Muleshoe Bcstg. application; (2) granted Muleshoe Bcstg. petition for FCC finding that Muleshoe Bcstg. remains legally, technically and otherwise qualified, and (3) dismissed or denied additional findings by Blackwater. Announced Oct. 6.

Odessa, Tex.—Oct. 12 FCC denied petition by The Odessa Television Co. for rehearing of Commission July 15 decision which granted application of *Odessa Television* Co. for new tv to operate on ch. 7 in Odessa and denied competing application of The Odessa Television Co.

Seattle, Wash.—FCC announced decision of Oct. 5 in which it denied petition by Tribune Pub. Co. (KTNT-TV ch. 11), Tacoma, Wash., (1) for leave to file exceptions to initial decision which looked toward grant of application of Queen City Bcstg. Co. for new tv station to operate on ch. 7 in Seattle, and denial of competing applications of KXA Inc. and Puget Sound Bcstg. Co., and (2) to participate in oral argument. Announced Oct. 7.

Weston, W. Va.—FCC invited comments by Nov. 7 to proposed rule making on petition filed April 6 by WJPB-TV Inc., Fairmont, W. Va., to make ch. 5, now assigned to Weston for noncommercial educational use, available at Weston for commercial use. WJPB-TV suspended operations on ch. 35 at Fairmont. There have been no applicants for educational ch. 5 or commercial ch. 32, both assigned to Weston. Announced Oct. 6.

Routine Roundup . . .

October 6 Applications

ACCEPTED FOR FILING

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (which authorized increase D power) for extension of completion date.

KFUO Clayton, Mo.—Seeks mod. of cp (which authorized ant. changes) for extension of completion date.

KTVU (TV) Stockton, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 4-7-56.

KHBC-TV Hilo, Hawaii—Seeks mod. of cp to extend completion date to 4-13-56.

KCKT (TV) Great Bend, Kan.—Seeks mod. of cp to extend completion date to 5-3-56.

WPTV (TV) Ashland, Ky.—Seeks mod. of cp to extend completion date to 1-13-56.

KFUO-TV Clayton, Mo.—Seeks mod. of cp to extend completion date.

KAKJ (TV) Reno, Nev.—Seeks mod. of cp to extend completion date to 4-19-56.

WTOV-TV Norfolk, Va.—Seeks mod. of cp to extend completion date to 3-15-56.

WUNC-TV Chapel Hill, N. C.—Seeks mod. of cp to extend completion date to 3-6-56.

KUHT (TV) Houston, Tex.—Seeks mod. of cp to extend completion date.

Replacement of Cp

WIRK-TV West Palm Beach, Fla.—Seeks replacement of cp (as mod.) which authorized new tv station.

License to Cover Cp

WSFA-TV Montgomery, Ala.—Seeks license to cover cp which authorized new tv station and to specify studio location as 10 E. Delano St., Montgomery.

WFLA-TV Tampa, Fla.—Seeks license to cover cp which authorized new tv station.

WABD (TV) New York—Seeks license to cover cp which authorized change in facilities of exist. ing tv station.

Renewal of License

WMAQ-FM Chicago; WLBH-FM Mattoon, Ill.; WPRS-FM Paris, Ill.; WCLO-FM Janesville, Wis.; WHA-FM Madison, Wis.; WHAD (FM) Delafield, Wis.; WHHI (FM) Iowa County, Wis.; WHLA (FM) Holman, Wis.; WHSA (FM) Highland Township, Wis.; WHWC Colfax, Wis.

Remote Control

KBNZ La Junta, Colo.; WPEP Taunton, Mass.; WKXV Knoxville, Tenn.; WMCD Welch, W. Va.

October 7 Applications

ACCEPTED FOR FILING

Modification of Cp

WPNX Phenix City, Ala.-Columbus, Ga.—Seeks mod. of cp (which authorized DA-N, trans.-studio locations changes) for extension of completion date.

WMYN Mayodan, N. C.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

License to Cover Cp

KNER (FM) Dallas, Tex.—Seeks license to cover cp (which authorized new educational station).

KGMB-TV Honolulu, Hawaii—Seeks license to cover cp (as mod.) which authorized new tv station.

Renewal of License

WBYS Canton, Ill.; WCNT Centralia, Ill.; WDWS Champaign, Ill.; WEIC Charleston, Ill.; WIND Chicago; WITY Danville, Ill.; WDQN DuQuoin, Ill.; WLBH Mattoon, Ill.; WOPA Oak Park, Ill.; WVLN Olney, Ill.; WGEM Quincy, Ill.; WHBF Rock Island, Ill.; WMAY Springfield, Ill.; WGEZ Beloit, Wis.; WCHF Chippewa Falls, Wis.; WEAU Eau Claire, Wis.; WBAY Green Bay, Wis.; WLIP Kenosha, Wis.; WKTY La Crosse, Wis.; WISC Madison, Wis.; WWOC Manitowoc, Wis.; WFOX Milwaukee, Wis.; WISN Milwaukee; WOKY Milwaukee; WSWW Platteville, Wis.; WRCO Richland Center, Wis.; WRAC Racine, Wis.; WOSA Wausau, Wis.; WBKV West Bend, Wis.

October 10 Applications

ACCEPTED FOR FILING

Renewal of License

WCMY Ottawa, Ill.; WCLO Janesville, Wis.; WOPA-FM Oak Park, Ill.; WMBD-FM Peoria, Ill.; WNIC (FM) De Kalb, Ill.

Modification of Cp

WSM-TV Nashville, Tenn.—Seeks mod. of cp for extension of completion date to 6-4-56.

Renewal of License Resubmitted

WVMC Mount Carmel, Ill.

October 11 Decisions

BROADCAST ACTIONS

The Broadcast Bureau

Actions of Oct. 7

Following were granted extensions of completion dates as shown: **KTYL Mesa, Ariz.**, to 12-10-55; **KUHT (TV) Houston, Tex.**, to 4-30-56; **WPTV (TV) Ashland, Ky.**, to 1-16-56; **KFUO-TV Clayton, Mo.**, to 1-16-56; **KHBC-TV Honolulu, T. H.**, to 4-13-56; **KCKT (TV) Great Bend, Kan.**, to 5-3-56.

Actions of Oct. 6

KGU Honolulu, Hawaii—Granted license covering change of frequency.

WVCH Chester, Pa.—Granted license covering increase in power, installation of ant. and for changes in ground system.

WKBV Richmond, Ind.—Granted license covering changes in ant. system.

KULE Ephrata, Wash.—Granted license covering increase in power.

KNDC Hettinger, N. D.—Granted authority to sign-off at 8 p.m. MST, through April 1, 1956, except when it is in public interest to remain on air.

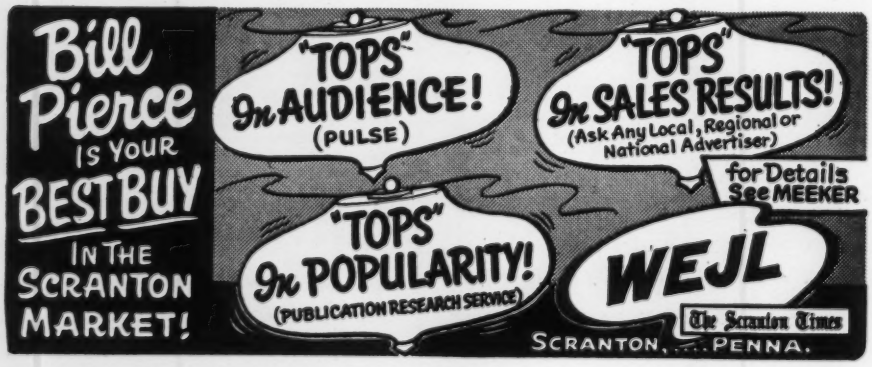
WIRK-TV West Palm Beach, Fla.—Granted application for replacement of expired cp for new tv station (ch. 21).

Following were granted extensions of completion dates as shown: **KHCD Clifton, Ariz.**, to 1-25-56; **WUNC-TV Chapel Hill, N. C.**, to 4-6-56; **KTVU (TV) Stockton, Calif.**, to 4-7-56; **KSL-TV Salt Lake City, Utah**, to 4-8-56; **WTOV-TV Norfolk, Va.**, to 3-1-56.

Following stations were granted authority to operate by remote control: **KBNZ La Junta, Colo.; WKXV Knoxville, Tenn.; WMCD Welch, W. Va.; WPEP Taunton, Mass.**

Actions of Oct. 5

Following stations were granted authority to operate trans. by remote control: **WHER Mem-**



phis, Tenn.; KLBM LaGrande, Ore.; KOZE Lewiston, Idaho.

Actions of Oct. 4

WUOM (FM) Ann Arbor, Mich.—Granted license covering changes in noncommercial educational fm station.

WAPS (FM) Akron, Ohio—Granted license for noncommercial educational fm station.

WMCR (FM) Kalamazoo, Mich.—Granted license covering change of frequency from noncommercial to fm band.

WSAI-FM Cincinnati, Ohio—Granted license for fm station.

WIPS Ticonderoga, N. Y.—Granted license for am station.

WPLM Plymouth, Mass.—Granted license for am station.

WBSE Hillsdale, Mich.—Granted license for am station.

WIMS-FM Michigan City, Ind.—Granted request to cancel fm license.

WDUN-FM Gainesville, Ga.—Granted mod. of cp to change ERP of fm station to 340 w, ant. height to 175 ft. and make changes in ant. system.

WGAL-TV Lancaster, Pa.—Granted mod. of license to change studio location and for waiver of sec. 3.613 of Commission's rules.

KPRC-TV Houston, Tex.—Granted mod. of cp to change type ant. and make other equipment changes; ERP: vis. 100 kw, aur. 50 kw, ant. 640 ft.

Following were granted extensions of completion dates as shown: **WXEL (TV) Cleveland, Ohio,** to 4-30-56; **WCOS-TV Columbia, S. C.,** to 4-30-56.

Actions on Oct. 3

KLX-FM Oakland, Calif.—Granted request to cancel license of fm station (BRH-379).

WTOM-TV Lansing, Mich.—Granted license for tv station (ch. 54), and to change studio location.

WHIO-TV Dayton, Ohio—Granted license covering changes in existing tv broadcast station; ERP: vis. 200 kw, aur. 100 kw.

KUMA Pendleton, Ore.—Granted license for am station.

Following were granted extensions of completion dates as shown: **WNRG Grundy, Va.,** to 11-1-55; **WJKO East Longmeadow, Mass.,** to 12-31-55; **KPMC Bakersfield, Calif.,** to 11-29-55, conditions.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

On Chief Hearing Examiner's own motion, and with consent of all parties to proceeding re application of Dispatch Inc., Erie, Pa., for renewal of license of **WICU (TV)** ordered that period within which reply findings and conclusions shall be filed is extended to Oct. 17. Action Oct. 10.

Broadcast Bureau—Granted petition for extension of time from Oct. 5 to Oct. 10 to file proposed findings of fact and conclusions in re am application of E. Weaks McKinney-Smith, Paducah, Ky. Action Oct. 6.

By Hearing Examiner Elizabeth C. Smith

KAMD Camden Radio Inc., KPLN Mid-South Bcstg. Co., D. R. James Jr., Camden, Ark.—Granted petitions for certain specified corrections to transcript in proceeding re application of Mid-South Broadcasting Co. (Assignor) and D. R. James Jr. (Assignee) for assignment of cp for **KPLN Camden, Ark.** Action Oct. 5.

Ordered that order of Oct. 4, scheduling prehearing conference for Oct. 14 re am applications of Umatilla Bcstg. Enterprises, Pendleton, Ore., and Othello Bcstg. Co., Othello, Wash., is affirmed and parties are again directed to appear at such conference, either in person or by counsel, prepared to discuss matters therein set forth. Action Oct. 7.

By Hearing Examiner Thomas H. Donahue

220 Television Inc. St. Louis, Mo.—Granted petition for corrections in various respects to transcript of hearing in ch. 11 proceeding. Action Oct. 6.

By Hearing Examiner H. Gifford Irion

Notice is hereby given that prehearing conference will be held on Oct. 14, in ch. 11 proceeding, Caguas, Puerto Rico, involving applications of American Colonial Bcstg. Corp. and Supreme Bcstg. Co. Action Oct. 6.

James R. Reese Jr., Chambersburg, Pa.—Granted petition for leave to amend his am application so as to specify 1590 kc, 1 kw D, and for removal of application, as amended, from hearing docket. Action Oct. 10.

By Hearing Examiner J. D. Bond

Albert John Williams, Inglewood, Calif.; Oceanside-Carlsbad Bcstg. Co., Oceanside, Calif.; The Cerritos Bcstg. Co., Signal Hill, Calif.; Palomar Bcstg. Co., Escondido, Calif.—Granted petition and supplemental petition of Williams to amend am application so as to increase proposed power from 500 w to 1 kw, change ant. site and other engineering and construction cost information; petition of Oceanside-Carlsbad Bcstg. Co. to amend am application is taken under advisement; granted joint petition by Cerritos, Oceanside-Carlsbad and Williams for reconsideration of order of continuance and set aside that part of order continuing hearing to indefinite date; ordered that applicants shall hold informal conferences, of which informal and reasonable notice and opportunity for participation shall be extended to all other parties, to enable applicants to exchange at prehearing conference on Nov. 15 their written direct affirmative case exhibits; and ordered that hearing of evidence shall commence on Dec. 1. Action Oct. 4.

By Hearing Examiner Hugh B. Hutchison

Ordered that hearing re applications of Albuquerque Bcstg. Co. (KOB), Albuquerque. N. M., for mod. of cp and for license to cover cp as mod. and authority to determine operating power by direct measurement of ant. power be continued without date; that prehearing conference will be called by examiner subsequent to Commission's actions on various petitions now pending in this proceeding, at which definite date will be set for commencement of hearing; and that another prehearing conference will be held Dec. 1, for the purpose of receiving stipulations on evidence to be presented under all of issues specified in proceeding. Action Oct. 4.

By Comr. Robert T. Bartley

Manchester Bcstg. Co., Manchester, Conn.—Granted petition for extension of time to Oct. 13 to file reply to petition to enlarge issues filed by Brothers Bcstg. Corp. on Sept. 23 in am proceeding. Action Oct. 4.

Piedmont Electronics & Fixture Corp., Charlotte, N. C.—Granted petition for extension of time to Oct. 24 to file reply briefs to exceptions to initial decision in ch. 9 proceeding. Action Oct. 11.

October 12 Decisions

SCA GRANTS

FCC granted **WPEN-FM Philadelphia** and **WWDC-FM Washington** subsidiary communications authorization.

Renewal of License

WBGE Atlanta, Ga.

Renewal of License

WCBY Cheboygan, Mich.; WKSU-FM Kent, Ohio; WAVI Dayton, Ohio; WKBN-AM-FM Youngstown, Ohio; WICA-FM Ashtabula, Ohio; WHOK Lancaster, Ohio; WAKR-FM Akron, Ohio.

October 12 Applications

ACCEPTED FOR FILING

License to Cover Cp

WAPG Arcadia, Fla.—Seeks license to cover cp which authorized new am station.

WMAG Forest, Miss.—Resubmits application for license to cover which authorized new am station.

KOYN Billings, Mont.—Seeks license to cover cp which authorized new am station.

KBGF Great Falls, Mont.—Seeks license to cover cp which authorized new am station.

WPFM (FM) Providence, R. I.—Seeks license to cover cp which authorized new fm station.

Renewal of License

WSLN (FM) Delaware, Ohio.

Remote Control

WSFA Montgomery, Ala.; WCAE Pittsburgh, Pa.; KGAS Carthage, Tex.

Subsidiary Communications Authorization

WMIT (FM) Clingman's Peak, N. C.

Modification of Cp

KCCO Lawton, Okla.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WNRG Grundy, Va.—Seeks mod. of cp to change studio location and operate trans. by remote control.

KTTV (TV) Los Angeles, Calif.—Seeks mod. of cp to extend completion date to 2-3-56.

WTOK-TV Meridian, Miss.—Seeks mod. of cp to extend completion date to 5-1-56.

WNAO-TV Raleigh, N. C.—Seeks mod. of cp to extend completion date to 1-1-56.

KDKA-TV Pittsburgh, Pa.—Seeks mod. of cp to extend completion date to 5-10-56.

WAIQ (TV) Andalusia, Ala.—Seeks mod. of cp to extend completion date to 4-9-56.

UPCOMING

OCTOBER

Oct. 17: Vermont Assn. of Radio & Tv Broadcasters, Hotel Vermont, Burlington.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17-19: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.
Oct. 17: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 18: RTES 1st meeting of the 1955-56 series of Timebuying and Selling Seminars, New York.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Oct. 21: RAB Clinic, Washington.
Oct. 24-25: Central Canada Broadcasters Assn. Annual Meeting, London Hotel, London, Ont., Canada.
Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. Stockholm (Bermuda Cruise).
Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York

NOVEMBER

Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.
Nov. 10: ARF Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).
Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 18: RAB Clinic, Detroit.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 8 (Dist. 15, 16 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Vacuum to Be Filled

IF THE current timetable of the NARTB Tv Circulation Committee is followed, advertisers and agencies will have, by mid-1957, definitive measurements of television set distribution and station circulation.

To say that these measurements will be awaited eagerly is to understate one of the most vexing problems in television timebuying. The timebuyer today must perform a feat of minor legerdemain to come up with anything like usable guesses as to how many homes he can hope to reach with the advertiser's message.

He must rely upon individual station estimates, which however well meant are no more than estimates, or upon evaluations of those estimates which may refine the figures to some extent but, of necessity, contain many opportunities for error. As of now there is no central source upon which the timebuyer can draw for set circulation information based on extensive, national research—the only kind of research that will provide really accurate figures.

Whether the absence of dependable circulation information has deprived television of business to date is not to be considered here. It is virtually certain that unless the vacuum is filled reasonably soon, television will not realize its full potentials. Tv is already the number one target of other media. Unless it builds up a store of basic information upon which buyers can rely, television is bound to lose business in the long run to media which have provided the kind of statistics which buyers will accept without hesitation.

Valuable Forum

THE entire business side of radio stands to gain from the National Radio Advertising Clinic which the Radio Advertising Bureau conducted for two days last week in New York.

It was designed as a "how to" clinic in which actual—and successful—practitioners of the art of salesmanship by radio told how they use the medium to best advantage. These practical lessons are detailed elsewhere in this journal. Our point here is not so much what was said, but that there was a forum where it could be said.

The very fact that such a clinic was conducted gives radio added stature, a deserved recognition of its importance and effectiveness as a sales force. It serves to remind forgetful advertisers and agencies that radio not only is still here but is everywhere, and that virtually any one of them can get more than his money's worth by using it with sense and purpose.

No Help to Progress

AS A consequence of much work and persuasion by television newsmen, the effort to obtain for television full membership in the fraternity of news media, including comparable rights of access to news events, has been making encouraging progress.

The progress was not enhanced, however, by an incident at Denver last week. A helicopter bearing a CBS-TV cameraman flew close to Fitzsimons Army Hospital in an apparent effort to shoot pictures of President Eisenhower sunning himself on an open terrace on his first venture outside his hospital room since he suffered a heart attack.

There is no evidence whatever that the flight endangered or even disturbed the President or other patients, although the potential of disturbance was certainly present. If the helicopter had contained a photographer working for some medium other than tv, the incident could be dismissed as an exuberant, but witless, attempt at a pictorial scoop. Condemnation would, in such circumstances, be confined to the individuals who let their competitive instincts overcome their good sense.

Unhappily, it was a television cameraman, and television—unlike its older colleagues—is still struggling for recognition as a medium which can be trusted to join company in the living room without making an embarrassing scene.

It is the *deportment* of television about which many complaints—however ill-founded—are made. Those who object to the presence of television at news events protest that television is noisy, clumsy and obtrusive.

As informed people know, television is not noisy or clumsy or obtrusive—when it is managed by mature and sensible crews. To prove to the uninformed, however, that television is without those undesirable qualities becomes the more difficult when the medium is put to misuse.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Watch this . . . I slipped them both water pistols!"

The satisfying extent to which tv has managed to prove its good behavior was illustrated last August when the conservative House of Delegates of the American Bar Assn. allowed one of its sessions in Philadelphia to be televised. The event was arranged as a demonstration of television's ability to transmit quality pictures from a room having only ordinary illumination and to fulfill its function as the world's most honest reporter without making its presence noticeable. The demonstration was an unqualified success.

Similarly, television cracked a tough barrier when it was admitted to White House news conferences. The presence of tv crews and equipment at these conferences is now taken for granted.

We are sure that all working television newsmen—including the CBS-TV representative at Denver—are genuinely interested in the future acceptance of their medium and personally concerned with making that future come to pass.

Every television employe and executive who has anything to do with the collection and presentation of news must regard himself as individually important to the future of the entire television medium. Until tv has firmly established its position of equality in the news business, the medium as a whole will inevitably be judged by the performances of its individual members.

It Didn't Happen

IN THE early days of television it was popular among some sociologists and other students of American habits to shout their fears that the people of the U. S. would be transfixed into bug-eyed mutes, staring interminably at the television set, incapable of conversation or other activity.

Although less scholarly observers like ourselves never could envision such a terrifying transformation, it is gratifying to have our amateur assumptions confirmed by professional research.

For such research a considerable debt is owed to Cunningham & Walsh and its eight-year study of "Videotown." Since 1948, the agency has been watching carefully the effect of television on the people of New Brunswick, N. J. Unless the residents of New Brunswick are absolutely unique, the results of the C&W studies indicate that America is readjusting healthily to television. As reported elsewhere in this issue, people learn to reorganize their lives to accommodate a great deal of television viewing without cutting themselves off from other pursuits.

The major conclusion to be drawn from the eight-year record of Videotown is that television has immeasurably broadened U. S. life. For that substantial contribution, television and the advertisers who support it deserve more credit than they sometimes receive.

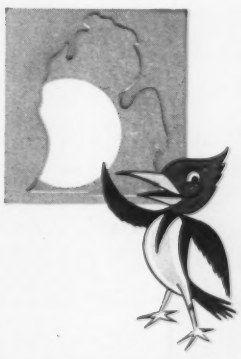
WOODLAND-TV is big territory!

Everybody loves a pickle . . . and there's a variety to please every palate among the famous Heinz "57" . . . gherkins — chips — relishes — dills — sweet mixed.

Heinz, one of the world's largest pickle processors adds impetus to the growth of WOODland, U. S. A.

A year's consumption of pickles would encircle the equator ten times . . . and 65% of the pickles processed by world-famous Heinz begin their earth-spanning journey at the company's Holland, Michigan plant . . . the world's largest pickle factory, a part of the thriving WOODland production area.

Heinz has many world leaders as neighbors in this rich market area — in the primary trading center of Grand Rapids; in Muskegon, Battle Creek, Lansing and Kalamazoo. And the entire market is yours with WOOD-TV — which has the 20th highest set count in the country. For top sales results, schedule WOOD-TV, Grand Rapids' *only* television station!



WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN., WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY